



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ SOCIAL MEDIA MARKETING COURSE

Learn to Maximise the Power of Social Media for both B2B
and B2C Businesses



Course Duration

2 Days
8.30 AM - 6.30 PM



Course Fee

From **\$114.30** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020685



Who Should Attend

This Social Media Marketing course is suitable for Entrepreneurs, Business Owners, Marketing and Communications Executives of all levels, Content Strategists, Community Managers, Content Creators, and any individual looking to leverage social media for awareness, growth, and driving sales.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and job placement programmes.



Minimum Entry Requirements

To enrol in this WSQ Social Media Marketing Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

In our society, social media has become a part of our daily lives. The likes of Facebook, Instagram, and TikTok are now tied to a person's social life, causing the time spent on digital platforms to increase. How, then, can brands use this in their favour?

The WSQ Social Media Marketing course targets digital marketing professionals to enhance the individual's fundamental knowledge and practical skills necessary to navigate the dynamic landscape of social media marketing effectively.

This social media marketing training has five learning units sequenced from the concept of social media marketing in digital marketing (e.g., key features of each social network like Facebook, Instagram, LinkedIn, TikTok, and YouTube) to crafting and implementing a social media strategy.

COURSE HIGHLIGHTS

Learning Objectives:

- Choose the appropriate combination of social media channels for a company to interact with distinctly identified audiences in order to attain specific marketing goals.
- Develop an all-encompassing social media plan that includes crafting a customer profile and aligning social media marketing aims with client objectives.
- Implement a social media strategy, managing content scheduling, audience engagement, and community interactions across selected platforms while utilising management tools to ensure alignment with marketing objectives and maintain a consistent brand presence.
- Select relevant key performance indicators to evaluate the effectiveness of the social media strategy.
- Categorise and identify the severity of complaints, including responding to different types of complaints.

COURSE **OUTLINE**

▶ **Concept of Social Media in Digital Marketing**

- Definition and Significance in Modern Marketing
- Overview of Social Media Platforms
- Audience Segmentation and Targeting

▶ **Planning & Development of a Social Media Strategy**

- Introduction to Social Media Strategy
- Defining Objectives
- Target Audience Identification
- Competitive Analysis
- Social Media Platform Selection
- Content Strategy

▶ **Implementation of a Social Media Strategy**

- Content Scheduling and Posting
- Audience Engagement
- Community Management
- Use of Social Media Tools
- Brand Consistency
- Adherence to Platform Guidelines

▶ **Evaluation of a Social Media Strategy**

- Introduction to Evaluation in Social Media
- Defining Success Metrics
- Analytical Tools and Techniques
- Measuring Engagement
- ROI Measurement
- Analysing Content Performance
- Audience Analysis
- Competitive Benchmarking
- Ad Campaign Evaluation

▶ **Handling Escalated Complaints, Potential Conflicts, and Crisis Situations in Social Media**

- Understanding Social Media Crises
- Types and Nature of Complaints
- Conflict Resolution Techniques

▶ **Assessment Component**

- Written Assessment – Case Study
- Individual Project Presentation

COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$900.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$114.30</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$294.30</p>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$900.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$114.30</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$294.30</p>
		<p>90% SkillsFuture Funding</p>	<p>S\$114.30</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Social Media Marketing Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ SOCIAL MEDIA MARKETING COURSE

Course Code: TGS-2023020685

<https://asktraining.com.sg/digital-marketing-courses/wsq-social-media-marketing-course/>

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Speak to a Course Consultant

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