

WSQ TikTok Marketing

Course Synopsis

In the ever-evolving landscape of digital media, TikTok has emerged as a powerful platform for engaging audiences, especially among younger demographics. TikTok, with its unique algorithm, content format, and user engagement strategies, represents a significant pivot from traditional social media marketing approaches.

This shift necessitates targeted training for marketing and advertising professionals to ensure they can effectively leverage TikTok to meet their objectives.

Given TikTok's rapid growth and its unique position in the digital marketing space, this course is designed to equip the participants with comprehensive knowledge and practical skills to effectively utilise TikTok for marketing purposes.

Target Audience

This course is designed for the following audience groups:

- (1) corporate marketers who are familiar with traditional marketing channels but would need to upgrade themselves for the digital world;
- (2) young and tech savvy digital native marketers who are looking to build upon their basic knowledge on YouTube marketing to better engage their customers via another digital marketing platform;
- (3) professionals and small enterprise owners who are seeking to leverage on digital marketing strategies to increase the public's awareness of their products and services.



Course Code: TGS-2024045388

Course Duration: 2 days, 9am – 7pm
(17 hours of training, 1 hour of assessment)

Course Dates: <https://asktraining.com.sg/course-schedule/>

Course Objectives

Upon completion of this course, trainees should be to:

- Distinguish user demographics and content trends to tailor marketing strategies effectively. Develop creative strategies and engaging content using TikTok.
- Develop creative strategies and engaging content using TikTok.
- Administer the planning and execution of TikTok marketing campaign that align with market requirements and user behaviour.
- Analyse the performance data in the TikTok campaign.
- Recommend possible design solutions to optimise the TikTok campaign.

Course Outline

Introduction to TikTok Marketing

- TikTok Platform Overview
- Audience Demographics and Content Trends

Creating Engaging TikTok Content

- Content Creation Best Practices
- TikTok's Features for Engagement

TikTok Campaign Strategy

- Campaign Planning and Execution
- Content Scheduling and Analytics

Analysing and Optimising TikTok Campaigns

- Campaign Data Analysis
- Strategy Optimisation

Pre-requisites:

Participants need to have basic computer knowledge to navigate the Internet for research purposes.

Participants are highly encouraged to bring their personal laptops so that recommended marketing tools and their respective passwords can be saved on their own laptops to make it more convenient for the next login. Should participants choose not to bring their personal laptops, @ASK Training will provide each participant with a laptop for the duration of the course.

Speak to a Course Consultant

Call: **6484 6723**

WhatsApp: **9430 3852**

Email: **information@asktraining.com.sg**



West Branch - HQ

8 Jurong Town Hall Road
The JTC Summit, #27-01, S609434



Central Branch

10 Anson Road
International Plaza #06-11, S079903



East Branch

229 Mountbatten Road
Mountbatten Square #03-43, S398007

Course Fees & Schedule

Full Course Fee: \$988.00 + \$88.92 (9% gst) = \$1076.92 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
 - For course commencement Jan 2022, absentee payroll funding is \$4.50 per hour capped at \$100,000 per enterprise per calendar year
- Nett course fee paid is 90%-claimable via SkillsFuture Enterprise Credit (SFEC) of \$10,000. It is expiring on end June 2024.

Self-Sponsored

- Skillsfuture Credit is eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at \$250/year. NTUC members aged 40 and above can enjoy higher funding support up to \$500/year for courses attended between 01 April 2022 to 31 March 2023. Sign up <https://ntuc.co/ask-edm>

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years (50% of course fees)	Singapore Citizens Aged ≥ 40 Years (70% of course fees)
Singaporean & PR (70% of course fees)	Singaporean & PR (50% of course fees)	Singaporean aged ≥ 40 (70% of course fees)		
\$296.40 + \$88.92(gst) = \$385.32	\$494 + \$88.92(gst) = \$582.92	\$296.40 + \$88.92(gst) = \$385.32	\$494 + \$88.92(gst) = \$582.92	\$296.40 + \$88.92(gst) = \$385.32

Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.

Speak to a Course Consultant

Call: **6484 6723**

WhatsApp: **9430 3852**

Email: **information@asktraining.com.sg**



West Branch - HQ
8 Jurong Town Hall Road
The JTC Summit, #27-01, S609434



Central Branch
10 Anson Road
International Plaza #06-11, S079903



East Branch
229 Mountbatten Road
Mountbatten Square #03-43, S398007