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Attitude | Skills | Knowledge



**SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS**

**Digital Marketing**

# 2-DAY WSQ TIKTOK MARKETING COURSE

Course Code: TGS-2024045388

up to  
**70%**  
SkillsFuture  
Funding

## COURSE DESCRIPTION

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.



### Course Duration

**2 Days**

9AM - 7PM



### Course Fee

**\$988** (Before Subsidy & GST)

**\$385.32**

(After **70%** SkillsFuture Funding)



### Course Schedule

[www.asktraining.com.sg/  
course-schedule/](http://www.asktraining.com.sg/course-schedule/)

Call: **6484 6723**

WhatsApp: **9430 3852**

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



#### West Branch

8 Jurong Town Hall Road  
#27-01 The JTC Summit  
Singapore 609434

#### Central Branch

10 Anson Road  
#06-11 International Plaza  
Singapore 079903

#### East Branch

229 Mountbatten Road  
#03-43 Mountbatten Square  
Singapore 398007



## LEARNING OUTCOMES

Upon completion of this course, you will be able to:

- Distinguish user demographics and content trends to tailor marketing strategies effectively.
- Develop creative strategies and engaging content using TikTok
- Administer the planning and execution of TikTok marketing campaigns 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



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## COURSE FEE & FUNDING

### 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 will expire end of June 2025.

### 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>

| Self-Sponsored   | Course Fee<br>before Subsidy and GST | Eligible Funding                | Nett Fees Payable<br>incl. 9% GST |
|--|--------------------------------------|---------------------------------|-----------------------------------|
| Singapore Citizens<br><b>40 years old and above</b>  | <b>\$S\$988.00</b>                   | <b>70%</b> SkillsFuture Funding | <b>\$S\$385.32</b>                |
| Singapore Citizens, PRs or LTVP+ Holders<br><b>21 years old and above</b>                            |                                      | <b>50%</b> SkillsFuture Funding | <b>\$S\$582.92</b>                |
| Company-Sponsored  | Course Fee<br>before Subsidy and GST | Eligible Funding                | Nett Fees Payable<br>incl. 9% GST |
| <b>Small-to-Medium Enterprise (SME)</b><br>Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old | <b>\$S\$988.00</b>                   | <b>70%</b> SkillsFuture Funding | <b>\$S\$385.32</b>                |
| <b>Non-SME</b><br>Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old                          |                                      | <b>50%</b> SkillsFuture Funding | <b>\$S\$582.92</b>                |
| <b>Non-SME Singapore Citizens</b><br>40 years old and above  |                                      | <b>70%</b> SkillsFuture Funding | <b>\$S\$385.32</b>                |

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



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