2-DAYS WSQ ADVANCED DIGITAL CONTENT MARKETING COURSE

Master Advanced Content Marketing Strategies to Start Conversations and Drive Action

Course Duration
2 Days
8.30 AM - 6.30 PM

Course Fee
From **$129.16** (inclusive of GST) after **90% SkillsFuture Funding**

Mode of Delivery
Face-to-Face Classroom

Who Should Attend

This course is suitable for marketing professionals, copywriters, brand advocates, business development experts, public relations and communications specialists, senior management, entrepreneurs, and anyone interested in comprehending how content marketing can drive business growth.

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework
Course Code: TGS-2023020905

Minimum Entry Requirements

To enrol in this WSQ Advanced Digital Content 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**

Over 90% of marketers consider content marketing to be an essential component of their overall marketing strategy. It's also essential to sharpen your skills in content creation and distribution to stand out in today's crowded digital landscape.

This 2-Day WSQ Advanced Digital Content Marketing course is perfect for experienced digital marketers looking to level up their skills in creating captivating content marketing strategies for online platforms. Dive into advanced topics like content strategy, creation, distribution, and optimisation, learning how to tailor your content for different digital channels.

Plus, you'll learn how to use data to fine-tune your content marketing efforts for even better outcomes. By the end of this, you'll emerge as an expert in data-driven decision-making, ensuring your content marketing efforts drive results and align with your business objectives.

COURSE **HIGHLIGHTS**

Learning Objectives:

- Assess the advantages and disadvantages of SEO and SEM and propose suitable search marketing tools and SEO activities to address marketing objectives and target customers.

- Conduct extensive keyword research to curate relevant content to reinforce the organisation's competitive advantage, key messages and brand, and implement on-page SEO to increase organic search engine rankings.

- Develop content marketing and link building plans to rank various types of content on the organic search engine results pages.

- Measure and analyse the effectiveness of SEO campaigns and determine factors that can improve keyword rankings and SEO-related KPIs and metrics.

COURSE **OUTLINE**

> **Module 1: Advanced Digital Content Marketing**

- The Main Essence of Digital Content Marketing
- Strategic Content Planning
- Your Buyer

> **Module 2: Content Development and Management**

- Your Content Portfolio
- Written Content
- Graphical Content
- Video Content
- Legal and Ethical Considerations for Content

> **Module 3: Distribution and Promotion in Digital Content Marketing**

- Advanced SEO Techniques for Digital Content
- Omni-Channel Content Distribution
- Content Syndication and Guest Posting
- Leveraging Social Media
- Email Marketing Automation
- Influencer and Affiliate Marketing

> **Module 4: Performance Analysis and Optimisation in Digital Content Marketing**

- Advanced Analytics in Digital Content Marketing
- Conversion Rate Optimisation (CRO) for Digital Content
- ROI Measurement in Digital Content Marketing
- AI and Machine Learning in Content Analysis and Personalisation
- Marketing & Market Trends

> **Hands-on Project-based Assignment**

At the end of the module, the trainees should be able to create a content portfolio that aligns with the digital content marketing strategy.

COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens **40 years old and above**	S$1,017.00	**90%** SkillsFuture Funding	S$129.16
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) **21 years old and above**		**70%** SkillsFuture Funding	S$332.56

Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above	S$1,017.00	**90%** SkillsFuture Funding	S$129.16
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		**70%** SkillsFuture Funding	S$332.56
Non-SME Singapore Citizens 40 years old and above		**90%** SkillsFuture Funding	S$129.16

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 Advanced Digital Content Marketing Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ ADVANCED DIGITAL CONTENT MARKETING COURSE
Course Code: TGS-2023020905

https://asktraining.com.sg/digital-marketing-courses/wsq-advanced-digital-content-marketing/

@ASK Training is appointed as a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to **90%** fundings and Career Advisory and Resources Support Programme.

Speak to a Course Consultant

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