



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ FACEBOOK AND INSTAGRAM MARKETING COURSE

Learn how to design, launch and manage effective
Facebook and Instagram Marketing Campaigns



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$125.48** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020900



Who Should Attend

This course is suitable for professionals including Marketing Executives, Digital Marketing Managers, Social Media Managers, Business Owners, and any individuals responsible for daily Facebook Marketing and Advertising operations or are looking to start marketing on Meta platforms.

@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 Career Advisory and Resources Support Programme.



Minimum Entry Requirements

To enrol in this WSQ Facebook & Instagram 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
- Experience with digital marketing: Minimal one year of work experience with knowledge of digital marketing

COURSE DESCRIPTION

This 2-day, 19-hour WSQ programme builds applied skills in planning, implementing, and evaluating Facebook and Instagram marketing using Meta's current tools, data features, and AI-assisted automation.

You will study platform trends, organic content strategies, and audience behaviour, and use these insights to construct an integrated Meta marketing plan.

The course provides structured practice with Page Insights, Business Suite, Ads Manager, and Meta's Advantage+ automation tools.

You will use AI-driven functions, such as automated optimisation and AI-assisted audience selection, to design campaigns, refine creative assets, and analyse performance against defined KPIs.

Crisis-communication workflows and brand-equity considerations are included to support effective management of customer feedback, complaints, and online issues on Meta platforms.

COURSE **HIGHLIGHTS**

Learning Outcomes:

- Utilise media platforms for marketing and media management while aligning platform selection with audience, content, goals, and resources to enhance social media strategy effectiveness.
- Create a comprehensive marketing plan that involves developing and facilitating the content and integration of media platforms for Meta, including defining the activities, timeline targets, and responsibilities.
- Demonstrate proficiency in refining the advertising strategy, optimising ad creatives, and making data-driven decisions for improved campaign results and return on investment.
- Develop crisis communication skills to effectively manage and resolve conflicts and complaints in Meta Ads campaigns

COURSE **OUTLINE**

➤ **Meta (Facebook and Instagram) Marketing**

- Meta Media Trends
- Meta Organic Marketing

➤ **Meta Marketing Plan and Ads Campaign**

- Using Facebook Page Insights for Strategy and Competitor Analysis
- Building a Meta Advertising Plan
- Creating Meta Ads Campaign

➤ **Launch and Evaluate Meta Ads Campaign**

- Advertisement
- Meta's AI & Automation, Advantage+
- Audience Targeting
- Creative Best Practices
- Evaluation & Optimisation

➤ **Crisis Communication Plan**

- Brand Equity
- Crisis Communication Plan
- Crisis Communication Skills

➤ **Assessment Component**

- Project: 80 minutes
- Written Examination: 40 minutes

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\$988.00	90% SkillsFuture Funding	S\$125.48
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above		70% SkillsFuture Funding	S\$323.08
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\$988.00	90% SkillsFuture Funding	S\$125.48
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$323.08
Non-SME Singapore Citizens 40 years old and above		90% SkillsFuture Funding	S\$125.48

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



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 Facebook and Instagram Marketing Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

FACEBOOK AND INSTAGRAM MARKETING COURSE

Course Code: TGS-2023020900

<https://asktraining.com.sg/digital-marketing-courses/wsq-facebook-instagram-marketing-course/>

@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

Call: **6484 6723**

WhatsApp: **9430 3852**

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



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



10 Anson Road
International Plaza
#06-11, S079903