



TIKTOK MARKETING

Course Synopsis

TikTok has rapidly become a key platform in the digital marketing landscape, offering marketers a fresh and dynamic way to connect with audiences through short-form videos, livestreams, and various interactive features. This 2-day programme provides participants with a structured, hands-on approach to understanding and applying TikTok marketing strategies tailored to the Singapore context.

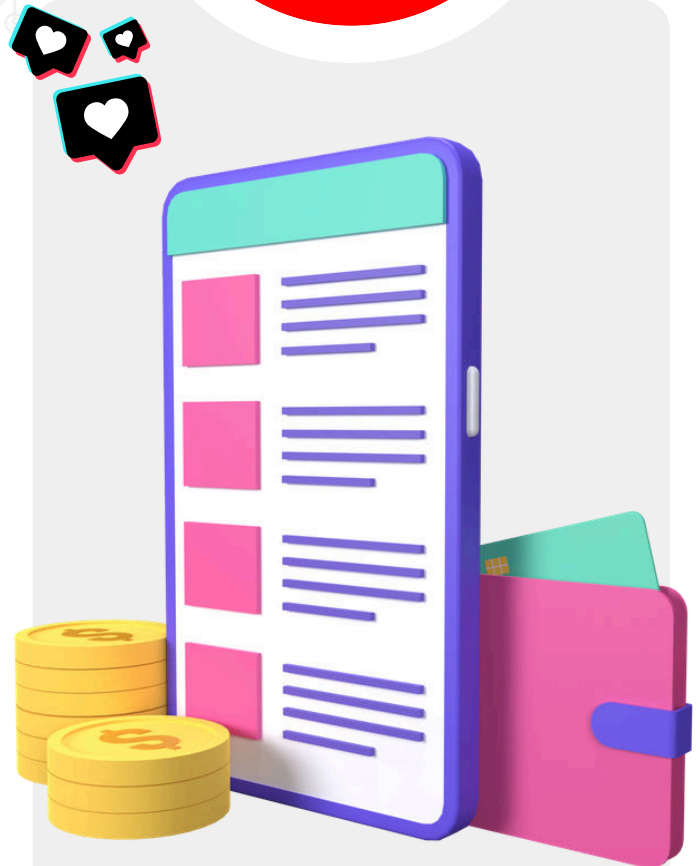
Participants will explore the platform's core functions, user behaviour, and content formats, gaining practical insights into how TikTok differs from traditional social media channels. The course includes guided walkthroughs, scenario-based exercises, and applied learning activities to help learners build confidence in content creation, video editing, campaign planning, and performance tracking.

Learners will also be introduced to the TikTok Shop ecosystem, including affiliate tools, product listings, and campaign launch processes. The programme emphasises practical application, offering opportunities to experiment with TikTok's creative tools and analytics to refine marketing strategies.

By the end of the course, participants will be equipped to design and execute TikTok campaigns that are relevant, engaging, and aligned with business goals, while developing a strong foundation in platform capabilities and user-centric marketing approaches.

Course Code: ASNTTM

up to
70%
SkillsFuture
Funding



Prerequisites

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

Total Training Hours:

- 16-hour training course including a 2-hour assessment

Learning Units



Learning Unit 1

Introduction to TikTok Marketing

- TikTok Platform Overview
- Audience Demographics and Content Trends



Learning Unit 2

Creating Engaging TikTok Content

- Content Creation Best Practices
- TikTok Shop
- TikTok's Features for Engagement
 - Affiliate Tools, Product Hashtag, Edit Features



Learning Unit 3

TikTok Campaign Strategy

- Campaign Planning and Execution
- Content Scheduling and Analytics



Learning Unit 4

Analysing and Optimising TikTok Campaigns

- Campaign Data Analysis
- Strategy Optimisation

Course Objectives

By the end of this course, learners should 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


Programme Fee

S\$988
(exclusive of 9% GST)


PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$385.32**

(inclusive of 9% GST) after 70% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$988.00	70% SkillsFuture Funding	S\$385.32
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		50% SkillsFuture Funding	S\$582.92

SkillsFuture Credits can be used on top of existing subsidies

 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	S\$988.00	70% SkillsFuture Funding	S\$385.32
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		50% SkillsFuture Funding	S\$582.92
Non-SME Singaporean Citizens ≥ 40 years old		70% SkillsFuture Funding	S\$385.32

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

Contact Us

+ 65 64846723
+ 65 94303852
information@asktraining.com.sg
<https://asktraining.com.sg/>

Follow Us

@ask.training.sg
ASK Training
@ASK Training
@ask_training

Find Us

8 Jurong Town Hall Road
#27-01 The JTC Summit
Singapore 609434
10 Anson Road
#06-11 International Plaza
Singapore 079903