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(24 HRS)

FACEBOOK AND INSTAGRAM MARKETING

Course Synopsis

The Facebook & Instagram Marketing course builds applied skills in planning, implementing, and evaluating Facebook and Instagram marketing using Meta's current tools, data features, and **AI-assisted automation**. Participants will study platform trends, organic content strategies, and audience behaviour, using these insights to construct an integrated Meta marketing plan.

The course provides structured practice with **Page Insights, Meta 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 and online issues on Meta platforms.

Through guided exercises and a practical project, you will develop the capability to:

- Align platform selection with audience, content, and campaign objectives.
- Develop and execute a Meta advertising plan supported by AI-assisted tools.
- Optimise campaigns using data, automation, and creative refinement.
- Apply crisis-management protocols to ensure consistent and timely responses.

Course Code: TGS-2026064603



Prerequisites

Language:

- Attained at least WPLN Level 6 OR
- Obtained Grade C6 for GCE O-Level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE O-Level in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



Learning Unit 1

Meta (Facebook and Instagram) Marketing



Learning Unit 2

Meta Marketing Plan and Ads Campaign



Learning Unit 3

Launch and Evaluate Meta Ads Campaign



Learning Unit 4

Crisis Communication Plan

Course **Objectives**

By the end of this course, learners should be able to:



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.



Programme Fee

S\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SWDA Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

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\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

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