



Digital Marketing Fundamentals

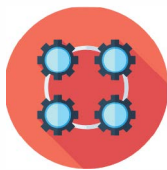
Course Code: WSQ-DMF

In today's digital age, extend your brand reach and grow your presence through online and offline channels. Explore commonly used marketing channels and how to develop effective campaigns to boost your brands awareness and conversions!

About the Programme



Incorporating creative works into your marketing plan



Integrate and blend various marketing channels



Plan, execute and optimise digital marketing campaign

What will you learn?

- Learn and develop marketing campaigns and promotional strategies.
- Online and offline marketing channels.
- Understanding the uses of SEO and SEM.
- Effective Social Media Marketing.
- Using Google analytics.
- Generating content for respective platforms.

At the end of the programme, trainees are to develop a working marketing communications plan.

Course Schedule

- Contact hours: 30 Hours
- 10 Sessions

Absentee Payroll claims available: \$225.00
Training Allowance available: \$135.00

All courses are deductible via:

- \$500 SkillsFuture Credits
- PSEA funding

Course Fees

Full Fee	Funding Amount	\$1,160.95
Singaporeans aged ≥ 40	90%	\$184.45
Singaporeans/ PRs aged < 40	\$15/hr	\$695.95
Workfare Training Scheme	95%	\$130.20

Registration fee: \$30



Week	Course Content
Session 1	<ul style="list-style-type: none">• Programme introduction• Understanding the Assessment brief• Digital Marketing Overview
Session 2	<ul style="list-style-type: none">• Top channels of Digital Marketing• Overview of SEO, SEM, Social Media and Google Analytics• Campaign Planning, Strategising and Implementation
Session 3	<ul style="list-style-type: none">• Understanding Search Engine Optimisation• Campaign strategising• How to select keywords for SEO
Session 4	<ul style="list-style-type: none">• Introduction to Search Engine Marketing (1)• Setting up a SEM campaign• Budget planning• Structuring campaigns
Session 5	<ul style="list-style-type: none">• Search Engine Marketing (2)• Ads Creation (text ads and banner ads)• Best practices of SEM campaigns
Session 6	<ul style="list-style-type: none">• Introduction to Social Media Marketing• Facebook and Instagram marketing• Structuring, Implementation and Optimisation• LinkedIn marketing
Session 7	<ul style="list-style-type: none">• Developing Creative Concepts• Creative ideation• Selecting graphic contents
Session 8	<ul style="list-style-type: none">• Introduction to Google Analytics (GA) 1• Implementing and analysing data on GA
Session 9	<ul style="list-style-type: none">• Google Analytics 2• Digital marketing campaign review
Session 10	<ul style="list-style-type: none">• Digital marketing campaign evaluation• Project roundup and presentations