

# Advanced Digital Marketing Strategy

Transform the Digital Marketing Capabilities  
Within Your Organisation





# Course Description

This advanced digital marketing strategy course provides detailed frameworks and processes that have transformed the digital marketing capabilities of many businesses.

Trainees in this course will take away actionable strategies and advanced templates that will enable them to embark on a successful digitalisation journey across business departments.

By the end of this course, trainees will be able to conduct comprehensive audits of their current digital marketing setup and technology stack and create a detailed transformation plan to enhance their organisation's digital marketing capabilities.





### Course Duration

2 Days  
9am to 6pm



### Learning Mode

Face-to-Face Classroom or  
Online-Based Classroom (Zoom)



\$588.00 (incl. 9% GST)

### Target Audience

This Advanced Digital Marketing Strategy course is targeted to Senior Marketing Managers, Digital Marketing Executives, Traditional Marketers, and Business Heads.



# Course Highlights

In this 2-day Advanced Digital Marketing Strategy course, you will learn:

- The latest trends and shifts in MarTech and digital marketing tools including marketing automation
- Advanced frameworks and processes for conducting market research and digital marketing audits
- How to conduct a detailed audit of the digital technology stack within an organisation and evaluate the capabilities of in-house and external teams
- How to develop a comprehensive digital marketing strategy blueprint across the digital ecosystem and entire user journey of omni-channel touch points
- How to create and implement a digital marketing transformation plan focused on identifying and closing gaps to achieve business goals
- And more

# Course Objectives

By the end of the class, you will be able to:

- Describe the latest digital trends and elaborate on marketing technology, automation, and its impact on the organisation's product/service
- Explain the concepts of digital strategies from awareness to increasing customer lifetime value
- Conduct research on market and digital trends and audit of competitor and consumer insights to identify and evaluate potential opportunities and priorities for the organisation's product/service
- Conduct audit of current digital and technology capabilities, team structure and marketing strategy to evaluate current gaps and opportunities for digital transformation based on the digital marketing maturity model
- Develop an advanced digital marketing strategy that covers marketing strategies from demand-generation to customer retention and advocacy
- Map products and services in alignment to the digital marketing strategy to identify touchpoints and priorities
- Create a digital transformation plan and implementation roadmap for alignment of product/service priorities, development of internal/external team capabilities and implementation of the marketing automation and technology stack



# Certification



A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



# Course Outlines

## Introduction to Advanced Digital Marketing Strategy

Instructor-Led | Mode of Delivery (Interactive Lecture with Group Discussion and Presentation)

### Digital Trends and Shifts

- 4 Key shifts in the last decade
- Multi-Channel to Omni-Channel
- 3PD to 1PD and Account-Based
- Mass Broadcast to Hyper-Personalisation
- Branded Content to Micro-Influencers

### Digital Trends

- Predictive Analytics in Marketing
- Use of AI in Creative and Content
- Digital Partnerships and Collaborations
- Experiential Marketing
- Activity: Assessing impact on organisation's product/service potential

### Marketing Technology and Marketing Automation

- Introduction to MarTech and its role in driving marketing automation
- Example of MarTech design and the key components
- Introduction to lifecycle marketing and marketing automation
- Pillars of Segmentation, Triggers and Content and different lifecycle stages
- Case studies and examples from companies
- Activity: Discussion on how MarTech and marketing automation can help F&B and Retail integrate online with offline

# Course Outlines

## Conducting Digital Marketing Audit and Analysis

Instructor-Led | Mode of Delivery (Interactive Lecture with Group Discussion and Presentation)

- Framework for conducting an audit or research
- Tools (both paid and free) that can be used for the research and audit
- Knowing your customer segments (Empathy Map)
- Auditing the competitors using 4 considerations
  - Audience
  - Channel/Touchpoints
  - Marketing Activities
  - Content/Keywords
- Digital marketing maturity model and identifying where you are
- Auditing People and Capabilities and introduction to various marketing team structures
- Auditing the marketing stack and use of various platforms
- Identifying gaps and opportunities for the organisation's digital transformation in the areas of people, process and platform

# Course Outlines

## Creating an Advanced Digital Marketing Strategy

Instructor-Led | Mode of Delivery (Interactive Lecture with Demonstration and Reflective Discussion)

### Components of an omni-channel digital strategy using the A-A-AR model and the 4-step approach

- Creating the marketing scorecard and setting KPIs to identify product and service priorities
- Synthesis of market trends and digital landscape to map touchpoints and channels for the digital consumer journey
- Identify audience segments and motivations to map product/service message and strategies to each stage of the journey
- Planning of marketing activities and content strategy across the journey
- Creating an action plan with budget, timeline and resources needed to achieve the objectives and meet market demands and business priorities



## Trainer Bio

# Kelvin Koo



Kelvin is a highly experienced agency leader, digital marketing consultant, and trainer with over 20 years of expertise in crafting and executing effective digital strategies for a diverse range of brands. His contributions have garnered numerous digital effectiveness awards for clients such as Scoot, Audi, Qantas, Klook, Canon, Wine Connection, and Doctor Anywhere, including accolades for search marketing, social media and performance marketing excellence.

*\*Only one trainer will be facilitating per class.*





## Trainer Bio

# Zhong Li



Zhong Li is the founder of Mikangle, a digital transformation company that focuses on advisory, training, and investment. He is also the Co-founder and now Advisor of Finty, an online financial marketplace that was acquired by an Australian firm, 15 months after the company was launched.

*\*Only one trainer will be facilitating per class.*



# Why Learn with Equinet?



## **Access recorded sessions of live classes**

Replay parts of the course from your in-person or online classes. An excellent recap method.



## **Re-attend the course once within 3 years**

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



## **3-year access to the courseware via our LMS**

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



## **Post-training mentoring with industry experts**

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



## **Lifetime access to community support group**

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

# Trainee Testimonials



“Kevin is a very knowledgeable trainer who is ever willing to share and is receptive to feedback and addressing learners’ questions and concerns. He has prepared a very comprehensive and up to date curriculum that is not just theory based but highly relevant and applicable to the workplace. Definitely, I have learnt so much through this course and will like to practise what I have been taught in my work!”

**Lee May Anne**, *LASALLE College of the Arts Limited*



“Resource materials are content rich, and give a good framework and sample of how we can implement for our company. Kelvin is knowledgeable and shared real life experiences of the clients he had supported.”

**Chen Huiwen**



“Attending this course has helped to deepen my understanding of using digital marketing strategies in my course of work. The trainer was able to keep the class engaged with activities and examples and helped to frame our thoughts as marketers.”

**Loh Li Yui** Serene, *NTUC CLUB*



“The course topics covered are highly relevant to my job, and serve as good refreshers. Through the courses, I am able to pick up new trends, be introduced to new technology, obtain useful tool recommendations, and learn new methodologies that can help me better perform my role.”

**Gavin Ng**, *Sony Electronics Asia Pacific Pte. Ltd.*

# Frequently Asked Questions



## **Are there any pre-requisites or minimum entry requirements?**

Trainees should be proficient in web surfing and be able to write and converse in English.



## **Do I have to prepare anything before attending the course?**

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.



## **If I have any questions after the course, can I consult the trainer?**

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

# Advanced Digital Marketing Strategy



**SIGN UP NOW**