

# Certified Digital Marketing Strategist v2

Acquire real world digital marketing skills through hands-on application. Learn and be mentored by digital marketing expert practitioners.



# You're in Good Company

Industry leading organisations who've sent their teams for upskilling at Equinet



**SAFRA**



CHARLES & KEITH

atome 

**SONY**



# Become a Certified Digital Marketing Strategist in 2 Months

ARE YOU A CAREER SEEKER, BUSINESS OWNER, OR A MARKETER?



## Career Seeker



According to recruitment and talent platform Grit's Singapore Salary Report & Market Outlook for 2022/2023, more than half (**57%**) of **employers** in Singapore are looking to **fill digital marketing roles**.

Salaries for Digital Marketers range from **\$30,000** for entry level positions to **\$180,000** per annum for Head roles. – Sources: PayScale and Glassdoor.

However, the barrier to entry is difficult as employers demand a wide range of skill sets and a comprehensive portfolio that demonstrates experience.



Through this certification programme, you will gain first hand exposure to the industry through **real world project-based assignments**.



# Become a Certified Digital Marketing Strategist in 2 Months

ARE YOU A CAREER SEEKER, BUSINESS OWNER, OR A MARKETER?



## Business Owner



**“You can’t manage what you don’t understand”** is a catchphrase that cannot hold truer to entrepreneurs who have limited knowledge in digital marketing strategies and campaign implementation.

Hiring, managing, and retaining talent then becomes a cyclical challenge on top of struggling to understand digital marketing return on investment (ROI).



By completing the 7 essential digital marketing modules, you will:

- Obtain a clear birds eye view of how the various digital marketing channels integrate to generate ROI
- Be able to develop customised digital marketing strategies for your own business
- Be able to make better informed decisions on whether to outsource campaign implementation to digital marketing agencies, retain them in-house, or a mix of both.

# Become a Certified Digital Marketing Strategist in 2 Months

ARE YOU A CAREER SEEKER, BUSINESS OWNER, OR A MARKETER?



## Marketer



With technology rapidly advancing and industries undergoing critical digital transformation due in large part to COVID-19, the **digital skills gap is ever widening**.

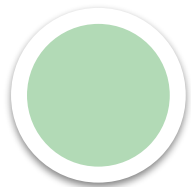
Many marketers in the past decade have struggled to keep up with the ever changing digital marketing landscape until today.



This compact certification programme will:

- Enable you to transition from a traditional marketer to a digital marketer
- Allow you to better manage digital marketing campaigns through external agencies or in-house
- Equip you with the ability to prove your contributions to your company and advance your career in marketing.





# Course Overview & Modules



Through this Certified Digital Marketing Strategist programme, you will be provided with ample opportunity to implement practice on **real world projects**.

If you are seeking a career in digital marketing, this will enable you to gain the experience employers look for. Additionally, you will be supported by **experienced mentors** who will guide you through the duration of your individual projects.

By completing the 7 digital marketing modules, you will further enhance your practical knowledge and skills application of digital marketing, equipping you with the ability to execute your campaigns D.I.Y. or manage a team.

This comprehensive programme will also add an essential set of industry-relevant **digital marketing skills** to your resume. These skills will enable you to make notable improvements to marketing conversions and return on investment.

Preview **sample digital marketing strategic plan** completed by a graduate of this programme.

# Module 1: Digital Marketing Essentials



## Topics Covered

Learning Unit 1: Introduction to Digital Marketing

Learning Unit 2: Digital Marketing Funnels

Learning Unit 3: Digital Marketing Strategies

Learning Unit 4: Digital Marketing Analytics



## Hands-on Project-based Assignment

Develop an integrated digital marketing plan comprising of at least 3 digital marketing channels



## Learning Outcomes

By the end of the module, trainees will be able to determine the appropriate channels and develop a basic digital marketing strategy for a business.

# Module 2: Digital Advertising



## Topics Covered

- Learning Unit 1: Introduction to Digital Advertising
- Learning Unit 2: Digital Advertising Channels
- Learning Unit 3: Develop Digital Advertising Strategy
- Learning Unit 4: Digital Advertising Analytics



## Hands-on Project-based Assignment

- Draft an integrated digital media plan with defined budgets, timelines, audience targeting methods, ad creatives, and funnel strategies across multiple digital advertising platforms
- Create digital advertising campaigns through hands-on practical sessions on media platforms such as Google Ads



## Learning Outcomes

By the end of the module, trainees will be able to manage digital advertising campaigns in-house or outsourced.



# Module 3: Social Media Marketing



## Topics Covered

Learning Unit 1: The Fundamentals of Social Media

Learning Unit 2: Planning a Social Media Strategy

Learning Unit 3: A Planned Approach to Developing Social Media Content

Learning Unit 4: Amplify Social Media Content

Learning Unit 5: Social Media Analytics and Reporting

Learning Unit 6: Social Media Community Management



## Hands-on Project-based Assignment

- Create customer avatars (personas) across 5 different dimensions
- Craft a social media content matrix, social media post, and content calendar along the funnel stages (awareness, consideration, conversion, loyalty) and across various social media platforms



## Learning Outcomes

By the end of the module, trainees will be able to apply strategies to grow a brand's social media influence.

# Module 4: Digital Content Marketing



## Topics Covered

Learning Unit 1: Content Marketing Fundamentals

Learning Unit 2: Content Planning (Design)

Learning Unit 3: Content Creation (Develop)

Learning Unit 4: Content Distribution (Deploy)

Learning Unit 5: Content Measurement (Decode)



## Hands-on Project-based Assignment

Develop content marketing strategy for an organisation.



## Learning Outcomes

By the end of the module, trainees will be able to build a content marketing strategy and manage a content team.

# Module 5: Search Engine Optimisation



## Topics Covered

Learning Unit 1: Introduction to SEO

Learning Unit 2: Keyword Research and On-Page SEO

Learning Unit 3: Link Building (Off-Page SEO)

Learning Unit 4: SEO Analytics



## Hands-on Project-based Assignment

- Conduct keyword research and SEO ranking analysis on a live website, targeting profitable keywords to rank on the top positions of Google's natural search results
- Utilise industry SEO tools to create a keyword, on-page SEO, link building, and an SEO ranking action plan



## Learning Outcomes

By the end of the module, trainees will be able to recommend strategies to increase a website's organic SEO rankings on Google.

# Module 6: Email Marketing



## Topics Covered

- Learning Unit 1: Introduction to Email Marketing and Marketing Automation
- Learning Unit 2: Foundations of Email Marketing
- Learning Unit 3: Build and Grow an Email List
- Learning Unit 4: Develop Email Marketing Messaging and Communication Structure
- Learning Unit 5: Develop Email Marketing Strategy
- Learning Unit 6: Email Marketing Analytics and Optimisation
- Learning Unit 7: Lifecycle Marketing and Marketing Automation
- Learning Unit 8: Automation with Drip Campaigns
- Learning Unit 9: Automation with Triggers
- Learning Unit 10: Advanced Email Marketing Analytics and Optimisation



## Hands-on Project-based Assignment

Develop email marketing strategy for an organisation.



## Learning Outcomes

By the end of the module, trainees will be able to set up and manage email marketing campaigns.

# Module 7: Digital Marketing Analytics



## Topics Covered

- Learning Unit 1: Digital Marketing Analytics Fundamentals
- Learning Unit 2: Digital Marketing Analytics Tools and Techniques
- Learning Unit 3: Setting Up and Accessing Google Analytics 4
- Learning Unit 4: Understand Your Users
- Learning Unit 5: Exploring Your Traffic
- Learning Unit 6: Determining User Engagement
- Learning Unit 7: Tracking Monetisation and Conversions



## Hands-on Project-based Assignment

- Craft business questions to identify appropriate digital marketing analytics reports and metrics to draw marketing insights from
- Create a website measurement plan to track and evaluate digital marketing campaign performance




## Learning Outcomes

By the end of the module, trainees will be able to measure digital marketing campaign performance and provide insightful recommendations.


# Why Learn from Us?

When you learn with us, you will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:


## **Real world hands-on projects**

-  Choose your own company/business/brand for your project-based assignments or seek assistance from your trainers/mentors to link you up with an actual business.


## **Comprehensive, up-to-date curriculum and courseware**

-  All course modules are developed with the strictest quality standards and frameworks in instructional design (Kolb's, Gagne, ADDIE Model), validated, and constantly updated by subject matter experts who possess decades of experience combined in their respective fields of speciality.

## **Post-course coaching and mentorship**

-  Receive personalised advice through attending complimentary Ask An Expert Anything sessions and direct contact with your course trainers and mentors.

## **Career support services and job opportunities**

-  Get complimentary premium support from our career consultants who are dedicated to matching you to our hiring partners and sourcing for freelance work opportunities on your behalf (earn through project-based fees).

## **Be part of an insider community with over 1000+ members**

-  Be invited to the Equinet Academy LinkedIn and Facebook community where you can share your challenges with industry experts and network with like-minded individuals.

# Post-Training Mentoring

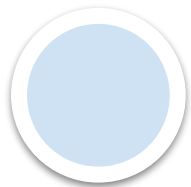
Upon completing all 7 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years. You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts. This will translate into better on-the-job performance and career opportunities.

## Why Equinet?

- ✓ Instructors are subject matter experts
- ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✓ Courseware is up-to-date
- ✓ Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)
- ✓ Training is hands-on with real world project-based assignments
- ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✓ Complimentary resit of all modules within 3 years
- ✓ Post-training support
- ✓ Career support and job matching

## Other Institutes

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Instructors' teaching experience may be inadequate
- ✗ Courseware may be outdated
- ✗ Curriculum and lesson plan may be unstructured and lack engagement
- ✗ Training may be loaded with lectures without opportunity to practice concepts taught
- ✗ Certificate may not be recognised
- ✗ Retaking of modules may be chargeable
- ✗ Little to no support after the course
- ✗ No career services offered



## Meet Your Instructors

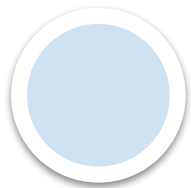
# Razy Shah



Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency with presence in Singapore, Malaysia, Indonesia and India. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.







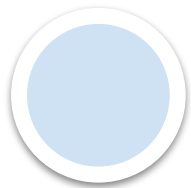
## Meet Your Instructors

# Ian Ong



Ian is the co-founder of Roots Digital, an award-winning digital marketing agency headquartered in Singapore, who has worked with great brands like Microsoft, Intel, BRAND'S, Takashimaya and more. He led the company to receive numerous industry-recognised awards from Marketing Interactive and expanded its footprint to countries like the Philippines, Malaysia and Indonesia.





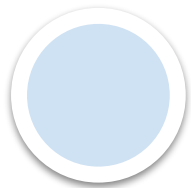
## Meet Your Instructors

# Walter Lim



Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.





## Meet Your Instructors

# Tom Goh



Thomas is a native Digital and Branding Strategist with 20+ years of experience in banking, tech, telcos, and agencies. He has managed regional teams, launched award-winning campaigns, and advises on digital transformation. In addition to his professional achievements, Tom volunteers as an executive committee member for various charities and holds the position of Singapore President at the Interaction Design Foundation.





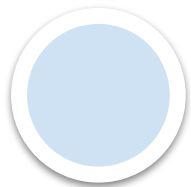
## Meet Your Instructors

# Kevin Dam



Kevin is the CEO, Founder of Aemorph. A seasoned entrepreneur and digital marketing expert. Kevin started in digital marketing, specialising in Search Engine Optimisation since 2010, and is helping F&B, Finance, Insurance, E-commerce, Medical, B2B services and SaaS companies. Kevin is also a certified adult educator in Singapore, delivering high-quality, relevant, and easy-to-implement training to ensure learners can get immediate results and build upon their knowledge.





## Meet Your Instructors

# Dhawal Shah

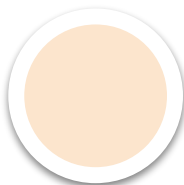


Dhawal is the co-founder and Regional Managing Director at 2Stallions Digital Marketing Agency, an award-winning 360° full-service digital marketing agency since 2012 with presence in Singapore, Malaysia, Indonesia and India. He has trained 2K+ students around the region on various topics including digital marketing and digital transformation. He is also an angel investor and a startup mentor.





# Certification



Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified Digital Marketing Strategist (CDMS) v2 certificate issued by Equinet Academy.



# Course Fees & Fundings

Total course fees: S\$6,080.02 inclusive of 9% GST

Each of the 7 individual WSQ modules are eligible for up to 70% funding. Check your funding eligibility upon **course application**.

## SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

## SkillsFuture Enterprise Credits (SFEC)\*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

*\*Eligible for claim after course completion.*

## Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

## Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

## Trainee Testimonials



“I attended a few Digital Marketing classes under different institutions. Equinet Academy is my best learning partner in the field. The Certified Digital Marketing Strategist course agenda and contents were well thought through, with practical exercises for me to do during the class. Their trainers are approachable and willing to teach/guide, even after the classes.

They offer free refresher classes and workshops for their students too, ensuring their students are well equipped with the acquired skills to perform our work/profession well. I have benefited a lot from their training. I have applied the skills in my course of work better e.g. briefing my agencies on the media buy, SEO and using the Analytics to draw insights for our Digital advertising.”

**Michelle Lee**

*Director of Marketing, Asia Pacific, Little Caesars Enterprises Inc.*



## Trainee Testimonials



“I have benefited very much from the training programme. In my previous company, I headed the multi-channel marketing function. Now armed with comprehensive digital marketing knowledge and skills (from planning to execution), I have great confidence in spearheading my company’s digital marketing efforts on platforms and including digital marketing related work/services as part of my company’s consultancy portfolio.

The trainers at the program are established industry experts, hence they were able to teach and guide the programme’s participants professionally. The support is great, with post-programme support on the materials and coaching. I highly recommended this programme for all marketers and business executives who want their careers and businesses to grow.”

**Tan Mui Mui**  
*Founder, Beulah House & Company Pte Ltd*

## Trainee Testimonials



“The course led by Equinet Academy was extremely well curated and provided in-depth analysis and comprehensive coverage to understanding the underlying mechanics of digital marketing. The course was broken down into digestible bits and supported with hands-on activities to help students gain deeper perspectives and practical knowledge of digital marketing and the likes.

The certification awarded helped me land a job where I was able to apply immediately what was taught and provide tangible results within my position. Would definitely recommend it for aspiring digital marketers or students looking at deepening their knowledge of digital marketing.”

**Eric Wong**

*Project Management Executive, Atome*

# Frequently Asked Questions



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

You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files.

Some knowledge of sales and marketing concepts will be useful, although not a requirement.



## **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.



## **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.

# Start Your Digital Marketing Career Journey Today



**SIGN UP NOW**