

# Certified Digital Marketing Strategist (CDMS) Programme

*Become A Certified Digital Marketing Strategist*

# Course Highlights

In this 12-day programme, you will learn:

- How to develop and implement effective digital marketing strategies to achieve your business goals
- How to craft a content marketing plan and execute effective content marketing tactics across multiple marketing channels and platforms
- How to rank a website on the first page of Google, driving high quality, targeted organic search traffic across your digital content
- How to cost-efficiently advertise on paid search, display, and social to boost brand awareness, traffic, and sales
- How to market your brand and engage your customers on social media, increasing reach, boosting engagement, and promoting advocacy
- How to measure and optimise the performance of your digital marketing channels with Google Analytics, allocating the right budgets across different channels and maximising ROI potential

## Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern [training facilities](#) with laptops provided
- Lifetime access to updated online course materials via the [learning portal](#)
- [After-training support](#) provided
- Complimentary refresher course within one year post training

## Course Description

This 12-day (96-hour) Certified Digital Marketing Strategist programme spans between 1.5 to 3 months covering 6 core modules in the following sequence:



1. [Digital Marketing Strategy \(DMS\)](#)
2. [Content Marketing \(CM\)](#)
3. [Search Engine Optimisation \(SEO\)](#)
4. [Digital Advertising \(DA\)](#)
5. [Social Media Marketing \(SMM\)](#)
6. [Digital & Web Analytics \(DWA\)](#)

Contextualised to the marketing scene in Singapore and Southeast Asia (Malaysia, Philippines, Indonesia, India), you will gain a comprehensive overview of multiple digital channels across search, social, display advertising, and popular platforms such as Google Analytics, Facebook, and Instagram.

Most importantly, you will learn how to develop and implement digital marketing strategies and action plans across owned, earned, and paid media to achieve business objectives in both B2B and B2C contexts.

Completing all 6 modules within the CDMS program will equip you with the essential skills and knowledge to be a savvy digital marketer in the industry. There will be a summative assessment at the end of the program to certify that you are able to develop a holistic digital marketing project plan.

## Course Objectives

Specific learning outcomes at the end of this programme:

- Develop and implement digital marketing strategies and action plans to achieve an organisation's business objectives in both B2B and B2C contexts
- Craft a content marketing plan and execute effective content marketing campaigns across multiple marketing channels and platforms
- Perform search engine optimisation techniques to increase a website's search engine rankings on Google
- Execute social media marketing campaigns to reach, engage, and convert a brand's target audiences on social media channels
- Develop and execute digital advertising campaigns to achieve marketing objectives
- Deploy Google Analytics to track and measure marketing channel performance in order to make appropriate recommendations for optimisation plans

## Certification

Upon successful completion of all 6 core digital marketing modules and a summative assessment (Develop Holistic Digital Marketing Project Plan), candidates will be awarded the Certified Digital Marketing Strategist qualification issued by Equinet Academy.

## Target Audience

This programme is suitable for:

- Traditional marketers looking to cross over to digital marketing roles
- Marketing Manager and Marketing Executives managing or outsourcing their digital marketing campaigns
- Digital marketing agency Account Managers and Executives managing client campaigns
- Small Business Owners who run their own digital marketing campaigns or want to better manage their digital marketing agencies
- Anyone who wants to gain a comprehensive understanding of digital marketing

## Prerequisite

Basic computer knowledge. **Each participant will be provided a windows laptop** for the duration of the course. Participants may however opt to bring their own laptops.



## Course Outline

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# Course Outline

## MODULE 1: DIGITAL MARKETING STRATEGY (DMS)

- Translate Digital Marketing to Business
- Derive KPIs and Metrics from Marketing Objectives
- Understand Customers and the Market
- Develop a Strategic Digital Marketing Plan
- Create a Media Plan and Understand the Setup and Implementation of Campaigns
- Evaluate and Apply Continuous Optimization Process to Improve Business Performance
- Explore an Organization Structure that Enhances Digital

[View full Digital Marketing Strategy course module details →](#)

## MODULE 2: CONTENTING MARKETING (CM)

- Introduction to Content Marketing
- Construct – Establish Content Goals, Roles and Buy-in
- Research – Study Content Audiences and Competitors
- Execute – Craft and Schedule On-Trend and On-Goal Content
- Amplify – Distribute and Promote Content on the Right Channels
- Test and Evaluate – Measure Content ROI and Calibrate Content Tactics

[View full Content Marketing Course module details →](#)

## MODULE 3: SEARCH ENGINE OPTIMISATION (SEO)

- SEO Foundations 101
- Keyword Research
- On-Page SEO
- Off-Page SEO
- SEO Analytics

[View full Search Engine Optimisation Course module details →](#)

## MODULE 4: DIGITAL ADVERTISING (DA)

- Define Digital Advertising and it's Key Strategic Functions
- Define the Target Audience and the Customer Journey
- Outline the Digital Advertising Ecosystem
- Define Benchmarks, Metrics, KPIs and Measuring Success
- Develop and Implement the Digital Advertising Action Plan
- Implement Tracking, Optimisation and Reporting of Campaigns

[View full Digital Advertising Course module details →](#)

## MODULE 5: SOCIAL MEDIA MARKETING (SMM)

- Discover Social Media Marketing
- Define Social Media Marketing Strategy
- Develop Social Media Marketing Strategic Plan
- Deliver Social Media Marketing Campaign
- Measure Social Media Marketing Performance
- Manage Social Media Communities

[View full Social Media Marketing Course module details →](#)

## MODULE 6: DIGITAL AND WEB ANALYTICS (DWA)

- Translate Digital Analytics to Business
- Explain Digital Analytics Implementation From a Marketing Standpoint
- Identify Key Performance Indicator (KPI) From Metrics
- Set Up and Implement Google Analytics, Aligning to Website Structure
- Implement Campaign Tracking Aligning to Media Structure
- Access Google Analytics Standard Report – 5 Main Reporting Sections, Their Reports & Sub Reports
- Explore Depth into Reports with Segment, Multi-Channel Funnels and Attribution
- Customise Segments, Reports, and Dashboards
- Apply Continuous Optimisation Framework to Improve Business Performance
- Explore an Organisation Structure that Enhances Digital
- Bonus: Get to Know More Tools for Better Digital Analytics Decisions

[View full Digital & Web Analytics Course module details →](#)





# Testimonials

## **Cara Yin – Audio- Technica (S.E.A) Pte Ltd:**

*“Equinet’s social media marketing course introduced me to many useful tools and skills that are relevant to my social media marketing goals. Walter was also friendly, easy to talk to and easy to understand.”*

## **Anjana Anand:**

*“Very good and interactive! Understood better what I learnt on online diploma due to clearer explanation. Enjoyed thoroughly. Helped me understand how to implement digital + media campaign strategies. Instructor was really helpful and willing to help students even after the course. Great course! Glad I attended.”*

## **Yeo Chan Fong – Etiqa Insurance Pte Ltd:**

*“Knowledgeable & shared many helpful real life examples to make the course more “real”.”*

## **Adeline Ng – Singapore Press Holdings:**

*“It has been supremely useful after attending your course, and I was able to help my organisation troubleshoot and bring up the organic search traffic the past few months. Dylan is clearly very knowledgeable -taught with utmost professionalism and offered great insights. The presentation materials were comprehensive and well organised – truly informative and an enriching experience.”*

## **Ken Yong – Manulife:**

*“Great course and very practical for use. Some good humour too and therefore entertaining as well.”*

## **Chan Wanying – St Engineering Electronics Ltd:**

*“Very practical class with frameworks provided. Thank you Walter for this comprehensive and practical content marketing class. I have learnt a lot and am excited to implement what I have learnt in the content marketing strategy for work.”*

## Course Information

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# Course Information

## Course Duration

12 Days (96 hours)

9am to 6pm each day

Average duration to completion: 1.5 to 3 months

## Course Fee

### Course Fees (Per Module):

Module 1: Digital Marketing Strategy (DMS) - \$740

Module 2: Content Marketing (CM) - \$740

Module 3: Search Engine Optimisation (SEO) - \$740

Module 4: Digital Advertising (DA) - \$500

Module 5: Social Media Marketing (SMM) - \$750

Module 6: Digital and Web Analytics (DWA) - \$500

### Course Fees (Total)

\$3970

### Self Sponsored Individuals

#### Workfare Training Support (WTS) Scheme:

Eligible for Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$3970~~ \$2564

(Nett course fee payable after WTS funding)

~~\$2564~~ \$2064

(Nett course fee payable after WTS funding + \$500 SkillsFuture Credit)

#### SkillsFuture Mid-career Enhanced Subsidy:

Eligible for Singapore Citizens aged 40 years and above

~~\$3970~~ \$2638

(Nett course fee payable after MCES funding)

~~\$3470~~ \$2138

(Nett course fee payable after MCES funding + \$500 SkillsFuture Credit)

#### Self-Sponsored Singapore Citizens and Singapore PRs:

Singapore Citizens and Singapore PRs above 21 years old who do not qualify for WTS or MCES funding

~~\$3970~~ \$3490

(Nett course fee payable after SSG funding)

~~\$3970~~ \$2990

(Nett course fee payable after SSG funding + \$500 SkillsFuture Credit)

### Company Sponsored (SMEs):

#### Enhanced Training Support for SMEs (ETSS):

Eligible for SME Company-sponsored Singapore Citizens and Singapore PRs

~~\$3970~~ \$2546

(Nett course fee payable after ETSS funding)

#### Workfare Training Support (WTS) Scheme:

Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$3970~~ \$2472

(Nett course fee payable after WTS funding)

### Company Sponsored (Non-SMEs):

#### SSG Non-SME Grant:

Eligible for Non-SME Company-sponsored Singapore Citizens and Singapore PRs

~~\$3970~~ \$3398

(Nett course fee payable after SSG funding)

#### SkillsFuture Mid-career Enhanced Subsidy:

Eligible for Singapore Citizens aged 40 years and above

~~\$3970~~ \$2546

(Nett course fee payable after MCEs funding)

#### Workfare Training Support (WTS) Scheme:

Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$3970~~ \$2472

(Nett course fee payable after WTS funding)

## Training Method

Instructor-led training

## Course Schedules

[View course schedules →](#)

*(View course schedules of all core modules)*

# Facilitators

## Kwok Zhong Li

Zhong Li is the Co-founder & Managing Director of Finty, an online financial marketplace that was acquired by an Australian firm for a seven-figure sum, 15 months after the company was launched. He leads growth and development, which includes managing various aspects of the startup to ensure it achieves its business goals and targets. His extensive digital and marketing experience of over a decade has honed his ability to deliver digital solutions across dotcom, technology, and financial industries. [View full profile →](#)

## Walter Lim

Founder of the content marketing agency Cooler Insights, Walter has almost 25 years of leadership experience in content & social media marketing, PR, strategy, and industry development. In 4 years, he and his associates helped almost 50 companies to improve their online marketing efforts.

Appointed to be a council member of the Media Literacy Council (led by IMDA Singapore) from 2016 to 2020, Walter is a juror for the Mumbrella Asia Awards 2017 and 2018. Prior to that, he was a judge for the Singapore Blog Awards for 5 consecutive years. A business influencer in social and digital media, Walter spoke at multiple conferences on topics such as branding, public relations, digital marketing, and social media marketing. [View full profile →](#)

## Dylan Sun

Dylan is the Founder and Managing Director of Equinet Academy. Throughout his career as a Search Engine Marketing specialist, he has consulted on technical SEO and offered actionable advice on Search Engine Marketing to SingHealth, Fuji Xerox Asia Pacific, LHN Group, Academic Institutions, Government Organisations, and companies in the Infocomms, Travel, Hotel, Retail, and B2B & B2C industries. [View full profile →](#)

## Lin Xuanbin

Specialising in Paid Search and Online Lead Generation, Xuanbin's digital marketing career has spanned MNCs, private companies and government agencies across Recruitment, IT, Media, and International Trade industries.

During his stints in award-winning global media agencies, Xuanbin planned and strategised digital marketing campaigns over the Asia Pacific region for some of the world's largest companies. Some of which included Hotels.com, SAP, MINI, Laneige and SPRING Singapore. [View full profile →](#)

## Dhawal Shah

Dhawal Shah is the Managing Director at 2Stallions Digital Marketing Agency, an award-winning full-service digital marketing agency, based out of Singapore that he co-founded in 2012. It has grown from a founding team of 2 to a team of 20, and growing, across 4 countries. He has overseen more than 250 successful digital marketing projects with clients ranging from startups to MNCs.

He is well-versed in project management as well as development, infrastructure design, deployment and maintenance of web and mobile applications. He also possesses deep knowledge in performance-driven digital marketing strategy and analysis that incorporates search engine marketing, search engine optimization, social media marketing and advertising, email marketing or marketing automation, conversion rate optimization and data analytics via Google Analytics. [View full profile →](#)



## FAQ

### ***Is there a timeframe to complete all 6 modules in order to attain the full qualification?***

There is no timeframe or time limit. However, the recommended timeframe to complete all 6 modules is within 6 months to a year, and the average time to complete it is 1.5 months to 3 months.

### ***What if I have taken only one module separately 2 years ago?***

If you have taken the Search Engine Optimisation course 2 years ago for example, you may take the other 5 core modules individually:

1. Digital Marketing Strategy
2. Content Marketing
3. Digital Advertising
4. Social Media Marketing
5. Digital & Web Analytics

Upon completing the 5 remaining modules and a summative assessment (Develop Holistic Digital Marketing Project Plan), you will be awarded with the Certified Digital Marketing Strategist qualification.

### ***How is this programme different from other digital marketing courses in the market?***

Unlike other certification courses that require months of commitment to complete all modules in a fixed sequence, this programme consists of 6 individual modules that you can take up at your own pace. There isn't any fixed sequence, as each module is holistic on its own. However, the recommended sequence is:

1. Digital Marketing Strategy
2. Content Marketing
3. Search Engine Optimisation
4. Digital Advertising
5. Social Media Marketing
6. Digital & Web Analytics

At the end of the programme, you will develop a holistic digital marketing project plan as a summative assessment.

### ***What courses should I progress to after this course?***

You may take [elective modules](#) should you wish to dive deeper into specific platforms and digital marketing disciplines.

### ***Can't I learn everything online?***

No doubt there are tons of free information online – free tutorials, guides, and online courses that you can gain useful knowledge from. However, the intangible benefits of attending face to face training include real time consultation with an industry expert, peer to peer learning and interaction, and hands-on practical learning sessions. This will enable you to take away actionable strategies you can implement right after the training.

***If I have specific questions relating to my digital marketing campaigns, can I consult the trainer?***

Yes. You may consult the trainer during class and after class. Signing up for this course gains you access to [post-training support](#).

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

Course materials, a Windows laptop, and WIFI connection will be provided. You may wish to bring a notebook to take notes and a jacket as the room may be cold.

***Are there any funding or government subsidies for this course?***

Yes, please use the [funding calculator tool](#) to check your funding eligibility.

***How do I sign up?***

Simply [click here to sign up](#) for this course via the online course registration form.

Once we have received your registration details and payment, we will send you instructions on how to apply/claim funding (if eligible) via email.

Upon completion of payment and funding applications, your seat will be confirmed and we will see you in class!