Course Selector Guide

Plan your skills pathway. Select the right courses. Achieve your goals.
What is This Guide About?

The purpose of this guide is to help you select the right digital marketing courses to meet your objectives, regardless of your current position.

You could be a:

- Business owner looking to run your own digital marketing campaigns or manage a team
- Marketer looking to bridge the digital marketing skills gap
- Job seeker looking to get into a digital marketing career

This guide will help you plan a pathway to achieve your goals by giving you a clear idea of the courses that suit your needs.
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Choose Your Pathway

Marketer/Business Owner
If you’re a marketer or business owner looking to:

- Bridge your digital skills gap
- Implement digital marketing campaigns hands-on
- Manage an internal/external digital marketing team

Career Seeker
If you’re seeking to embark on a career in digital marketing and enter into roles such as:

- Digital Marketing Executive/Manager/Director
- SEO/SEM Specialist
- Social Media Manager

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Marketers/Business Owners Pathway

Depending on your industry and business model, the choice of digital marketing channels you need to use may vary.

For example, a restaurant looking to get more reservations online will require a website with a reservation form and will need to drive traffic through social media, PR, search, and email. Whereas a food supplier looking to supply fresh produce to restaurants will focus more on search and email outreach.

Select your industry and go through case studies to understand which digital channels best suit your business:

Continue to next page
Select Your Industry

Select your industry (or one that’s closest to yours) and go through case studies to understand which digital marketing strategies best suit your business:

Click on the links below to skip to the relevant industry case studies.

**B2C**
- [Retail and E-commerce](#) - Harvey Norman
- [Food and Beverage](#) - New Ubin Seafood
- [Tourism and Travel](#) - Chan Brothers

**B2B**
- [Professional Services](#) - PICO Art

**Government or Social Enterprise**
- [Statutory Board](#) – Workforce Singapore

Can’t find your industry listed here? Contact us for a free consultation.
Retail & E-commerce Case Study
(Harvey Norman)

Company Name:
Harvey Norman (www.harveynorman.com.sg)

Company Description:
Harvey Norman is a retail chain in Electronics, Computers, Furniture and Bedding.

Primary Marketing Goals:
- Online Sales (E-commerce)
- Store Walk-ins
- Lead Generation
- Brand Awareness
Primary Marketing Goals:

- Online Sales (E-commerce): To drive purchases online.
- Store Walk-ins: To channel online visitors to purchase in-store merchandise at brick and mortar outlets.
- Lead Generation: To generate leads for e-newsletter campaign and cooking events.
- Brand Awareness: To boost brand awareness and brand recall rates.

Recommended Digital Marketing Strategies:

- Content Marketing and Email Marketing
- Search Marketing (SEO/SEM)
- Digital Advertising
- Social Media Marketing
- Website Optimisation

Related Courses:

- Certified Digital Marketing Strategist (CDMS)
Harvey Norman generates leads through their e-newsletter campaigns and nurtures them into customers with relevant content targeted to specific customer personas.

Relevant courses:

- WSQ Content Marketing Strategy
- Advanced Content Marketing Strategy
- Content Writing and Copywriting
- Email Marketing Course
Harvey Norman
Search Marketing (SEO/SEM) Strategy

In order to achieve more online sales, brand awareness, and store walk-ins, Harvey Norman ranks on top of Google and other major search engines for product-related search queries.

Relevant courses:

- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
Harvey Norman
Digital Advertising Strategy

Harvey Norman runs advertising campaigns featuring seasonal promotions across the web and social media platforms to **raise brand awareness**, **drive online purchases**, and **in-store purchases**.

Relevant courses:

- WSQ Digital Advertising (DA)
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- WSQ Facebook Marketing & Advertising
- Programmatic Advertising
Harvey Norman
Social Media Marketing Strategy

Harvey Norman’s social media content on Facebook, Twitter, Instagram, YouTube, LinkedIn, and Pinterest boosts brand and product awareness, establishes thought leadership, and re-engages customers to return to shop.

Relevant courses:

- **WSQ Social Media Marketing (SMM)**
- **Advanced Social Media Marketing**
- **WSQ Facebook Marketing & Advertising**
- **Linkedin Sales and Marketing**
Harvey Norman
Website and Conversion Rate Optimisation (CRO)

Harvey Norman implements conversion tracking using Google Tag Manager and analyses data on Google Analytics to optimise website conversions and improve marketing Return on Investment.

Relevant courses:

- WSQ Digital Marketing Analytics (DMA)
- Advanced Digital Marketing Analytics
- Website Optimisation and Conversion Rate Optimisation (CRO)
- Google Tag Manager
Company Name:
New Ubin Seafood (newubinseafood.com)

Company Description:
New Ubin Seafood is a communal dining (tze-char) brand with several concepts and restaurants in Singapore.

Primary Marketing Goals:
- Increase Diners
- Diners Engagement
- Increase Online Orders
- Event Sign-ups
New Ubin Seafood
Digital Marketing Strategy

Primary Marketing Goals:

- Increase Diners: To drive reservations and more diners to the restaurants.
- Increase Online Orders: To grow online deliveries, self pickups, ready-to-eat meals and maximising non-premise dining revenue.
- Event Sign-ups: To co-promote food menu with other lifestyle brands.
- Diners Engagement: To engage new and regular diners, increasing dining frequency.

Recommended Digital Marketing Strategies:

- Social Media Marketing
- Digital Marketing Strategy
- Content Marketing Strategy
- Facebook Marketing & Advertising

Related Courses:

- [Certified Digital Marketing Strategist (CDMS)](##)
- [WSQ Wordpress Website Creation](##)
- [Website and Conversion Rate Optimisation (CRO)](##)
New Ubin Seafood

Social Media Marketing Strategy

The frequent social media postings range from new food dishes to menu promotions and events, and keep New Ubin’s 33k+ followers on Facebook and Instagram engaged.

The diversity of content and varied formats introduce novelty, while subtly promoting their business objectives.

Relevant courses:

- WSQ Social Media Marketing (SMM)
- WSQ Digital Marketing Strategy (DMS)
- WSQ Content Marketing Strategy (CMS)
- Advanced Social Media Marketing
- WSQ Facebook Marketing & Advertising
New Ubin Seafood
Website and Conversion Rate Optimisation (CRO)

To maximise online orders, New Ubin Seafood has web app integration, messenger chat and order forms to facilitate diners' online orders.

A well-optimised digital conversion pathway not only increases online order completions, but also increases the overall perceived brand experience.

Relevant courses:

- **WSQ Wordpress Website Creation**
- **Website and Conversion Rate Optimisation (CRO)**
- **Copywriting and Content Writing**
Tourism and Travel Case Study
(Chan Brothers)

Company Name:
Chan Brothers (https://www.chanbrothers.com/)

Company Description:
Chan Brothers is a homegrown travel agency providing packaged tours and travel services.

Primary Marketing Goals:
- Direct Bookings
- Destinations, Products and Services Awareness
- Brand Recall
Chan Brothers

Digital Marketing Strategy

Primary Marketing Goals:

- Direct Bookings: To drive more travel and packaged tour bookings.
- Product Education: To promote destinations discovery and packaged tours.
- Brand Recall: To boost brand awareness and recall rates.
- Nurture and Retain: To nurture travellers during non-travel seasons, thereby driving repeated bookings for an increased customer lifetime value.

Recommended Digital Marketing Strategies:

- Search Marketing (SEO/SEM)
- Social Media Marketing
- Content Marketing Strategy
- Email Marketing And Marketing Automation

Related Courses:

- Certified Digital Marketing Strategist (CDMS)
Chan Brothers
Search Marketing (SEO/SEM) Strategy

In order to achieve more direct bookings, the Chan Brothers website is well-optimised to appear on top of Google and other major search engines for product category keyword searches.

The brand visibility on travellers’ pre-purchase journey helps to bring inbound traffic to the website.

Relevant courses:

- **WSQ Search Engine Optimisation (SEO)**
- **Advanced Search Engine Optimisation**
- **WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)**
Chan Brothers

Social Media Marketing Strategy

Using picturesque destinations and promotional tour content, Chan Brothers is able to **amplify destination awareness and facilitate product/tour services discovery while re-engaging its follower base** across Facebook, Instagram, YouTube, and LinkedIn.

Relevant courses:

- WSQ Social Media Marketing (SMM)
- WSQ Digital Marketing Strategy (DMS)
- WSQ Content Marketing Strategy (CMS)
- Advanced Social Media Marketing
- WSQ Facebook Marketing & Advertising
Chan Brothers nurtures its consumer base via a loyalty club programme with SMS, e-newsletter and traditional mail communications.

These communications help to reinforce top-of-mind recall when passive consumers turns active in their travel purchase journey.

Relevant courses:

- Email Marketing Course
- WSQ Content Marketing Strategy (CMS)
- Advanced Content Marketing Strategy
- Copywriting and Content Writing
Company Name: Pico Art (www.pico.com)

Company Description: Pico Art is a global brand activation agency, providing exhibition and event marketing services.

Primary Marketing Goals:
- Brand Awareness and Mindshare
- Lead Generation
Pico Art
Digital Marketing Strategy

Primary Marketing Goals:

- Brand Awareness and Mindshare: To drive top of mind recall for brand exhibition and event marketing services.
- Lead Generation: To generate leads for its services.

Recommended Digital Marketing Strategies:

- Social Media Marketing
- Content Marketing Strategy
- Website and Conversion Rate Optimisation
- Digital Marketing Analytics

Related Courses:

- Certified Digital Marketing Strategist (CDMS)
To generate inbound leads, Pico Art’s corporate website provides a comprehensive overview of case studies of its past successful project deliveries.

The case studies are presented in a visually digestible manner and help educate and nurture prospects with pertinent info along their awareness and consideration journey.

Relevant courses:

- WSQ Wordpress Website Creation
- Copywriting and Content Writing
- WSQ Digital Marketing Analytics (DMA)
Pico Art

Social Media Marketing Strategy

The frequent social media postings showcase its latest project deliveries and accolades.

This information reinforces social-proof for prospective clients, re-engages existing clients to gain top mindshare and attracts human talents to join the company.

Relevant courses:
- WSQ Social Media Marketing (SMM)
- WSQ Digital Marketing Strategy (DMS)
- WSQ Content Marketing Strategy (CMS)
- Advanced Social Media Marketing
Government Case Study
(WSG Workforce Singapore)

Company Name:
Workforce SG (www.ssg-wsg.gov.sg)

Company Description:
Workforce Singapore (WSG) is a statutory board under the Ministry of Manpower (MOM). It oversees the transformation of the local workforce and industry to meet ongoing economic challenges.

Primary Marketing Goals:
- Promote Workforce Development, Competitiveness, Inclusiveness and Employability
- Build Awareness of its Programmes and Initiatives
Primary Marketing Goals:

- Promote Workforce Development: To educate and provide information.
- Programmes and Initiatives Awareness: To create awareness of the available support for workers, business owners and companies.

Recommended Digital Marketing Strategies:

- Digital Advertising
- Search Engine Optimisation
- Social Media Marketing
- Content Marketing Strategy

Related Courses:

- Certified Digital Marketing Strategist (CDMS)
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
WSG Workforce Singapore
Search Marketing (SEO/SEM) Strategy

To promote their programmes, WSG engages in Search Engine Marketing. This gets them in front of their audience base (the workforce) when they search using career development related keywords.

The search ads provide high visibility and relevant information to the targeted audience.

Relevant courses:

- **WSQ Digital Advertising (DA)**
- **WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)**
- **WSQ Search Engine Optimisation (SEO)**
WSG Workforce Singapore

Content and Social Media Marketing Strategy

To communicate their initiatives, WSG regularly disseminates channel-tailored contents via owned social media channels. WSG commands a healthy social presence. They use this to amplify their key messaging to their 350k+ followers on Facebook, Instagram, LinkedIn, Twitter and YouTube.

Relevant courses:

- WSG Social Media Marketing (SMM)
- WSG Content Marketing Strategy (CMS)
- WSG Digital Marketing Strategy (DMS)
- Copywriting and Content Writing
To increase awareness of their programmes, WSG engages in Digital Advertising.

Their ads feature copy that is relatable, to engage their audience for ads click through.

Relevant courses:

- **WSQ Digital Advertising (DA)**
- **Copywriting and Content Writing**
Career Seekers Pathway

A career in digital marketing is challenging and never boring. New tools, platforms, and trends emerge constantly, presenting a vibrant landscape to operate in. Digital marketers therefore have to constantly upskill themselves and experiment with new initiatives, to keep up-to-date and remain competitive.

But where does one begin?

There are two Digital Marketing career paths and two types of organisations aspiring digital marketers can embark on:

Career Pathways:
- Generalist - Page 33
- Specialist - Page 34 - 41

Types of organisations:
- Client-side (Companies – MNCs and SMEs)
- Agency (Digital and Creative Agencies)
Career Pathway

Generalist

Generalist digital marketing job titles at the client side or companies (SMEs and MNCs) include:

- Digital Marketing Executive/Manager/Director

While at the Digital Agency side:

- Content Marketing Strategist

Both roles manage a wide scope of digital marketing campaigns and require firm foundational knowledge in various digital marketing disciplines (SEO/Social Media Marketing/Digital Marketing Analytics).

Pay Range:

$2500 - $10,000/month

Required Skill Sets:

- Digital Marketing Strategy
- Content Marketing, SEO, Digital Advertising, Social Media Marketing
- Google Analytics

Foundational Courses:

- Certified Digital Marketing Strategist (CDMS)
- Advanced Modules
Career Pathway

Specialist

Specialist digital marketing job roles in both client and agency sides include:

- Performance Marketing Specialist
- SEO Specialist
- Social Media Manager
- Content Strategist
- Digital Media Planner
- Marketing Automation Specialist
- Digital Marketing Analyst

Pay Range:
$3,000 - $9,000/month

Required Skill Sets:
- Varies

Foundational Courses:
- [Certified Digital Marketing Strategist (CDMS)](#)
- Advanced Modules
- Elective Modules
Specialists

Performance Marketing Specialist

A Performance Marketing Specialist is responsible for the performance of all results-driven marketing campaigns ranging from SEO and Content Marketing, SEM, Email Marketing, Conversion Rate Optimisation, and Online Advertising channels.

Pay Range:
$3000 - $7000/month

Required Skill Sets:
- Digital Marketing Strategy
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)

- Content Marketing
- Digital Marketing Analytics

Foundational Courses:
- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- WSQ Digital Marketing Analytics (DMA)
Specialists

SEO Specialist

The role of an SEO Specialist is to ensure the company’s website pages and other online assets (social media profiles, directory listings, etc.) are highly visible (i.e. ranked on top) on the organic (non-paid) search engine results pages (Google, Bing, Yahoo!).

Pay Range:
$3000 - $7000/month

Required Skill Sets:
- Content Marketing Strategy
- Search Engine Optimisation (SEO)
- Copywriting and Content Writing

Foundational Courses:
- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Content Marketing Strategy (CMS)
- Copywriting and Content Writing
Specialists

Social Media Manager

A Social Media Manager’s roles and responsibilities are to create and distribute a brand’s content across various social media platforms in order to engage, convert, and retain a clearly defined audience, and to build and manage a social media community.

Pay Range:
$3700 - $6000/month

Required Skill Sets:
- Content Marketing
- Social Media Marketing
- Copywriting and Content Writing

Foundational Courses:
- [WSQ Social Media Marketing (SMM)]
- Advanced Social Media Marketing
- [WSQ Content Marketing Strategy (CMS)]
- Copywriting and Content Writing
Specialists

Content Strategist

A Content Strategist is responsible for the overall production, distribution, and governance of a brand’s content, ensuring it meets both the business goals and target audience’s needs.

Pay Range:
$3000 - $9000/month

Required Skill Sets:
- Content Marketing
- Search Engine Optimisation
- Social Media Marketing
- Copywriting and Content Writing

Foundational Courses:
- WSQ Content Marketing Marketing (CMS)
- Advanced Content Marketing Strategy
- WSQ Search Engine Optimisation (SEO)
- WSQ Social Media Marketing (SMM)
- Copywriting and Content Writing
Specialists

Digital Media Planner

A Digital Media Planner is responsible for the development of media strategy. The role may extend to the buying of media placements (media buying). He/she researches different media channels such as TV, radio, display, and out-of-home media (billboards, cinemas, posters). They also collect and analyse data to determine the appropriate channels to use to achieve specific campaign objectives.

Pay Range:
$3000 - $4200/month

Required Skill Sets:
- Digital Advertising
- Copywriting

Foundational Courses:
- WSQ Digital Advertising (DA)
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- WSQ Facebook Marketing & Advertising (FBA)
- Programmatic Advertising
- Copywriting and Content Writing
Specialists

Marketing Automation Specialist

A Marketing Automation Specialist’s role is to manage the development and execution of marketing automation campaigns, ranging from email marketing to customer relationship management, lifecycle marketing, lead nurturing, segmentation, and data analytics and optimisation.

Pay Range: $3000 - $7000/month

Required Skill Sets:
- Content Marketing Strategy
- Email Marketing
- Marketing Automation
- Copywriting and Content Writing

Foundational Courses:
- Email Marketing Course
- WSQ Content Marketing Strategy (CMS)
- Copywriting and Content Writing
Specialists

Digital Marketing Analyst

A Digital Marketing Analyst’s responsibility is to analyse the company’s digital marketing performance and propose actionable strategies to improve digital marketing performance and maximise returns.

Pay Range:
$3000 - $6000/month

Required Skill Sets:
- Digital Marketing Strategy
- Digital Marketing Analytics
- Google Analytics
- Google Tag Manager

Foundational Courses:
- WSQ Digital Marketing Strategy (DMS)
- WSQ Digital Marketing Analytics (DMA)
- Advanced Digital Marketing Analytics
- Google Tag Manager Certification (GTM)
Browse All Courses

At Equinet Academy, we offer 3 learning tracks. Plan your skills pathway, and take each course at your own pace.

**Core Modules**
Complete all 6 core modules to become a Certified Digital Marketing Strategist.

**Advanced Modules**
Acquire practitioner-level knowledge and skills when you complete the advanced modules.

**Elective Modules**
Widen your knowledge and expand your marketing skills when you take the elective modules.

View all courses on our website at [www.equinetacademy.com/dmc](http://www.equinetacademy.com/dmc)
Core Modules

Core Module List

- WSQ Digital Marketing Strategy
- WSQ Content Marketing Strategy
- WSQ Search Engine Optimisation
- WSQ Digital Advertising
- WSQ Social Media Marketing
- WSQ Digital Marketing Analytics

Course Progression Pathway

The Certified Digital Marketing Strategist (CDMS) Programme is a certificate level course. Complete all 6 core modules to become a Certified Digital Marketing Strategist.
Advanced Modules

Advanced Module List

- Advanced Content Marketing Strategy
- Advanced Search Engine Optimisation
- Advanced Social Media Marketing
- Advanced Digital Marketing Analytics

Level Up your Digital Marketing Skills

Acquire practitioner-level knowledge and skills when you complete the advanced modules.
Elective Modules

Elective Module List

- WSQ WordPress Website Creation
- WSQ Facebook Marketing and Advertising
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- Google Tag Manager
- LinkedIn Sales and Marketing
- Website Optimisation and Conversion Rate Optimisation (CRO)
- Email Marketing Course
- Programmatic Advertising
- Copywriting and Content Writing

Widen your knowledge and expand your marketing skills when you take the elective modules.
Next Steps

Why Learn at Equinet Academy?

At Equinet Academy, we pride ourselves in delivering quality training and post-training support. Here are some benefits for choosing us as your preferred training provider:

- Curriculum and courseware are developed and delivered by industry experts
- Lifetime access to course resources in the learning management system
- Complimentary re-sitting of the course online
- Bite-sized, structured, and up-to-date course modules
- Post-training clinic sessions to address any challenges faced during implementation
- Up to 90% SkillsFuture Funding for WSQ-Accredited Courses
Next Steps

Why Learn at Equinet Academy?

12 000+ certificates issued

95.49% of trainees were confident in applying what they learnt from our courses*

4.7/5 average rating from over 2000+ reviews on MySkillfuture.sg

*Validated with TRAQOM (A Skillsfuture Singapore initiative) survey results of 1465 trainees from January 2020 - December 2020
Next Steps

Ready to upskill yourself in digital marketing?

Sign up for a course
Visit www.equinetacademy.com/dmc to view all digital marketing courses.

Speak to a Course Consultant
Visit: www.equinetacademy.com/contact
Email: enquiry@equinetacademy.com
Phone: +65 6745 0745