

# Digital Advertising Training Course

*Learn How to Develop and Execute Successful Digital Advertising Campaigns*

# Course Highlights

In two days, you will learn:

- How to objectively plan, implement, and measure your media effectiveness across various digital advertising channels
- How digital advertising plays a role in the marketing ecosystem and customer journey
- How to develop and execute a holistic digital advertising campaign, optimise and critique performance metrics
- How to appropriately critique key performance metrics and be smart about it (key metrics to analyse and optimise to ensure your campaign objectives are met)
- How to navigate and manage internal and external business stakeholders in a strategic manner

## 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

## Course Description

Consumers in Singapore spend more than two thirds of their waking hours on digital devices daily, with the top gadget used being the smartphone. With the advent of the smartphone, digital disruption is here to stay and brands need to adopt a customer-focused digital strategy to cut through the noise and stay relevant.

Digital advertising is one of the ways to efficiently reach a wide targeted audience and effectively deliver timely and relevant marketing messages to achieve marketing and business objectives. A well-developed and well-targeted digital advertising campaign can benefit your business in the following ways:

- Significantly improve brand recall (by consistently displaying your ads to your target audience) and drive brand awareness and interaction
- Showcase your ads to relevant customers at appropriate stages of the consumer buying journey, increasing the likelihood of securing purchase
- Amplify the synergy between both online and offline channels (Omni-channel) and to deliver a consistent omni-channel customer experience
- Increase your reach – as consumers today spend a significant amount of time on digital devices (mobile, tablet, desktop)

This 2-day Digital Advertising course provides you with a realistic and practical setting where proper understanding and interpretation of how each digital advertising channel functions and performs beats sloppy guesswork and assumptions.

To better facilitate the learning, a mix of group work, discussions, case studies, and role-playing will be used. Packed with a combination of successful and unsuccessful real world case studies, you will learn how to identify and avoid costly mistakes and most importantly develop and implement successful Digital Advertising campaigns.

# Course Objectives

By the end of this course, trainees will be able to:

- Define digital advertising and list broad range of digital advertising platforms and channels
- Determine digital advertising campaign objectives and key performance indicators (KPIs) for digital advertising strategy in accordance with the organisational strategy
- Analyse target customer purchase behaviour and conduct competitive analysis to select digital advertising channel mix that best satisfies target market
- Develop strategic digital advertising action plan to achieve marketing objectives
- Set up conversion tracking and reporting tools to measure digital advertising campaign performance against overall customer response and sales performance, in order to recommend effective optimisation and integration initiatives

## Certification

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

## Target Audience

Marketing Managers, Business Owners, and Digital Advertising account managers who oversee/manage Digital Advertising campaigns.

## 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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## Define Digital Advertising and it's Key Strategic Functions (WHAT THIS IS ABOUT)

Instructor-led | Mode of Delivery (Lecture, Group Discussion, Group Presentation)

- Introduction to Digital Advertising – How it has evolved and its current state today
- Pros and Cons of digital advertising
- When and why you would use digital advertising

## Define the Target Audience and the Customer Journey (WHO WE WANT TO REACH)

Instructor-led | Mode of Delivery (Lecture, Case Study, Brainstorming, Group Discussion, Group Presentation)

- How to develop a customer persona
- Understanding the digital customer and the digital buying behaviour
- Mapping the customer journey and digital touchpoints
- Determine the appropriate digital advertising channels/platforms

## Outline the Digital Advertising Ecosystem (HOW AND WHERE WE CAN REACH AUDIENCES)

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling, Case Study, Group Discussion, Group Presentation)

- Understand the Digital Advertising ecosystem (RTB, DSP, SSP, Retargeting/Remarketing)
- Understand the Digital Advertising platforms and channels – FB, GOOGLE, AGGREGATORS, PPC, SEM, Social, Programmatic)
- Understand Advertising formats (native, text-based, banner, social, video, sponsored, content, push notification, rich media)

## Define Benchmarks, Metrics, KPIs and Measuring Success (WHAT TO MEASURE)

Instructor-led | Mode of Delivery (Lecture, Group Project Work, Brainstorming, Drill and Practice, Demonstration and Modelling)

- Define and understand the difference between Metrics and KPIs
- Mapping metrics and KPIs with business and marketing goals
- Tools and platforms to measure and track campaigns

## Develop and Implement the Digital Advertising Action Plan (HOW THE PLAN COMES TOGETHER)

Instructor-led | Mode of Delivery (Lecture, Case Study, Group Project Work, Brainstorming, Demonstration and Modelling, Drill and Practice)

- Framework to develop a digital advertising plan
- Prioritising digital advertising channels based on marketing goals and budget
- Determine budget framework for each digital advertising channel
- Develop channel-specific digital advertising strategic action plans
- Understanding messaging, copywriting and creative

## Implement Tracking, Optimisation and Reporting of Campaigns (HOW TO MEASURE AND DEFINE SUCCESS)

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling, Case Study)

- How to set up conversion tracking platforms (Google Analytics, Google Tag Manager, Google Ads, and Facebook Ads)
- Dashboards for management and teams
- Analysing and interpreting reports to measure the impact of digital advertising campaigns on the business performance
- Evaluating the effectiveness of traditional and digital advertising channels based on customer behaviour and sales performance
- Best practice on integrating traditional and digital advertising efforts



## Testimonials

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# Testimonials

**Ken Yong - Manulife:**

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

**Joline Tan – Chan Brothers:**

*“Insightful and very useful for startups!”*

**Charmaine Khoo – Nanyang Polytechnic (NYP):**

*“A value for money course with in-depth and relevant coverage of Digital Advertising skills and knowledge.”*

**Wayne Tan – Teng Huat Jewellery:**

*“Enriching experience at the course. I would recommend new learners to attend this course.”*

**Viswanathan:**

*“It was a great learning experience. Would recommend anyone who wants to learn about PPC, SEM, and AdWords to attend the course.”*

**Xun Hui:**

*“Course structure was clear and real-life examples were provided for analysis.”*

**Wai Meng:**

*“Overall, pretty in-depth content for a two-day course! Great stuff and the sharing of real life digital marketing and advertising campaigns were really insightful and made understanding easier and more relevant.”*

**Anne Lau:**

*“Interactive training with lots of visualization and experiences shared. Notes were detailed and the course objectives were met.”*

**Emmeline Tan - SSON:**

*“Very information and detailed course for PPC and FB ads. Definitely value-for-money and useful for professionals embarking in these areas.”*



## Course Information

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# Course Information

## Course Duration

2 Days (10am to 6pm)

## Course Fee

~~S\$990~~ S\$500 nett

## Certification

Upon completion of the course, a soft copy of the Certification of Completion will be emailed to each participant.

## Training Method

Instructor-led training

## Course Dates

13, 14 Feb 2019 (Wed, Thurs)

13, 14 Apr 2019 (Sat, Sun)

## Instructor

### Gerald Ang

Gerald has over 16 years experience in marketing and communications. He has worked in start-ups, SMEs and Fortune 500 companies like BlackBerry, Discovery Channel and General Electric (GE).

Throughout his career, he has taken on regional and global roles. He is responsible for marketing, digital strategy and leadership in building and scaling digital and marketing capabilities across emerging markets. This includes relocating to Shanghai in 2015.

Gerald has spoken on various panels and conferences in the region on digital marketing, content, social media, business transformation amongst others. He was also appointed Jury President for Digital Strategy at the AMES awards in 2016.

Gerald recently started an independent consulting firm and lectures part-time.

As a consultant, Gerald specialises in digital marketing transformation, communications, branding, content, social media, search, advertising and campaign programming. His clients include startups and SME businesses in the fitness and F&B industry as he continues to grow his network.

In his previous corporate roles as SVP – Strategic Marketing (SEA), Director – Marketing & Communications (SEA), Head of Digital Marketing (APAC) as well as Global Digital Leader & China, Gerald has always been the first person onboard regional and global teams to build teams and capabilities for the company.

This includes building up a digital marketing and communications team for General Electric, China through channels like Wechat, Weibo and Youku. He also launched the GE Start-Up Day in Beijing which showcased GE's innovation that included VR and 3D Printing technologies.

Gerald pioneered digital, social media and content strategy for BlackBerry and integrated the function with customer service and product teams. He also launched search, digital advertising, websites, and integrated the operations with retail and channel marketing teams. At Discovery Channel, he partnered with Facebook to launch shows in the regions as well as successfully organised two festivals in Manila with 80-100K attendees each with digital ticketing, Facebook LIVE, content and social media.

These have lead to the team winning awards and industry recognition like the SABRE Awards, Spikes Asia etc.

Gerald is also an avid runner and takes part in marathons internationally and volunteers to help migrant workers in Singapore.