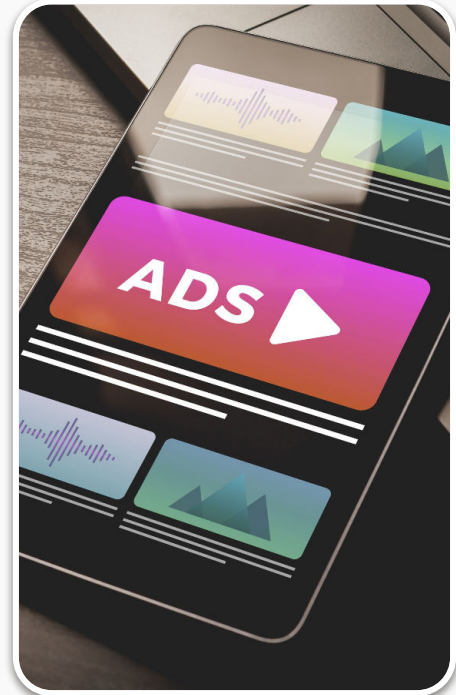# Digital Advertising

Learn How to Develop and Run Successful Digital Advertising Campaigns

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Course Description

Consumers in Singapore spend more than two-thirds of their waking hours on digital devices daily, namely smartphones. With the advent and proliferation 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 allows brands to efficiently reach a wide targeted audience, delivering timely and relevant marketing messages to achieve their objectives. A well-developed and well-targeted digital advertising campaign can benefit your business in many ways, including growing your reach, improving brand recall, and targeting customers when they are most likely to purchase.

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. 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.

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Course Duration
2 Days
9am to 6pm

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

From **$346.32** (incl. 9% GST) <u>after</u>
70% SkillsFuture Funding

Target Audience

Marketing Executives, Marketing Managers,
Business Owners, and Digital Marketing
Account Managers who oversee/manage
paid media and digital advertising campaigns.

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Course Highlights

In this Digital Advertising course, 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
- And much more

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Course Objectives

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

- Determine different brand and digital advertising strategies used by organisations
- Determine different forms of digital advertising channels used by the organisation's brand and marketing activities
- Select the right digital advertising channels based on customer journey
- Develop a media plan for effective digital advertising channels management based on budgets and key performance indicators projections
- Evaluate the effectiveness of digital advertising campaigns

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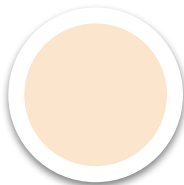
Certification

A SkillsFuture **WSQ Statement of Attainment (SOA) – Integrated Marketing** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Digital Advertising course assessment and achieved at least 75% attendance.

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WSQ DIGITAL ADVERTISING COURSE

CERTIFICATE OF COMPLETION

This certificate is awarded to

YOUR NAME

for successfully completing the WSQ Digital Advertising Course
(aligned to the Skills Framework Integrated Marketing)

(date)

Date

Dylan Sun
Training Director

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Course Outlines

Introduction to Digital Advertising

Instructor-Led | Mode of Delivery (Lecture & Illustration, Skills Practice & Guided Discussion)

- What is advertising?
- Why do businesses advertise?
- Types of media (owned, earned and paid)
- Understand the history of digital advertising
- Pros & Cons of Digital Advertising
- Identify trends in digital media usage
- Determine how digital advertising can be integrated with the overall marketing strategy

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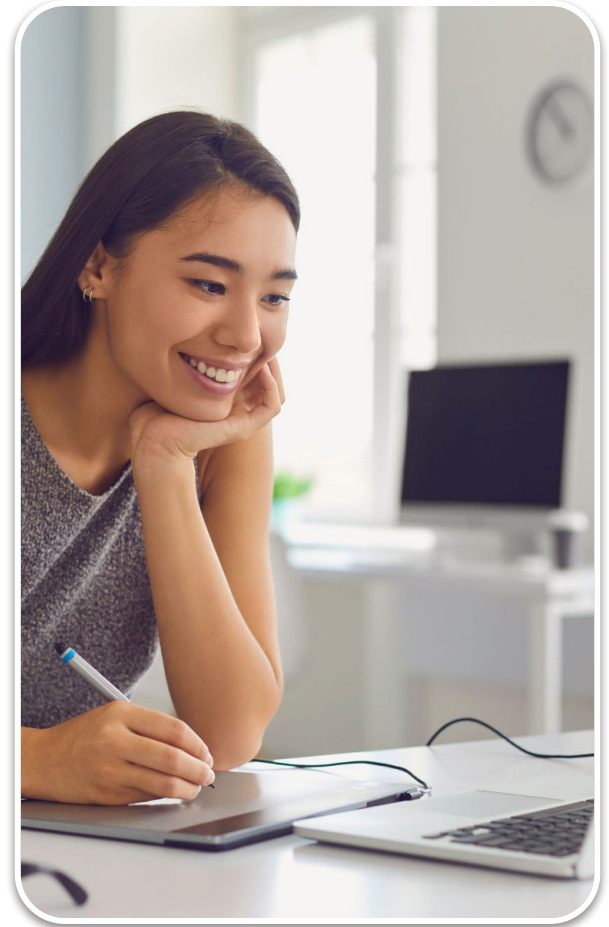
Course Outlines

Digital Advertising Channels

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Modeling, Case Study Sharing, Quiz)

- Types of digital advertising channels
- Identify the strengths and weaknesses of each type of digital advertising channel (E.g. Search, Social, Video etc)
- Identify the types of digital advertising media formats available
- Comparing different digital advertising platforms (E.g. Google, Meta, TikTok, YouTube, LinkedIn etc.) and their impact on businesses
- Identify the types of targeting features available across all digital advertising channels
- Implement competitor research with digital advertising tools
- Selecting the right digital advertising channels that are best suited to market the product/service offering
- Mapping the customer journey and digital touchpoints
- Creating Google Ads account and Keyword Planner walkthrough
- Identifying the power of search intent

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Course Outlines

Develop Digital Advertising Strategy

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Modeling, Case Study Sharing, Quiz)

- Identifying the different pricing model used in digital advertising
- Essential metrics used in digital advertising
- Choose the right KPIs for your digital advertising campaign
- Applying customer journey in campaign structure
- How ads auction work for Google and Meta Ads?
- Developing click-worthy search ads
- What is Google Ads Editor

- Develop your first Google Ads campaign with Google Ads Editor and campaign build template
- Demonstrate search campaign creation process on Google Ads
- Determine performance projections based on allocated budget and timelines
- Define and complete all components of a media plan

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Course Outlines

Digital Advertising Analytics

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Modeling, Case Study Sharing, Quiz)

- Various tools and platforms used to measure and track campaigns
- Discrepancy in clicks received versus actual traffic
- Analysing campaign effectiveness using digital advertising metrics
- Determine an optimisation strategy to improve return on ad spend (ROAS)

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation

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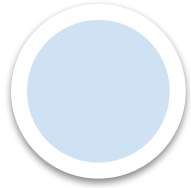
Trainer Bio
Ian Ong

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.

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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.

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Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$346.32**
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders **21 years old & above**	**50%** SkillsFuture Funding	**S$523.92**
Company-Sponsored	**Eligible Funding**	**Nett Fees Payable (incl. 9% GST)**
Small-to-Medium Enterprise (SME) **21 years old & above**	**70%** SkillsFuture Funding	**S$346.32**
Non-SME **21 years old & above**	**50%** SkillsFuture Funding	**S$523.92**
Non-SME Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$346.32**

Course Fees & Fundings

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 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

"Before the course, I wasn't very sure of what type of KPIs to track for my campaign, and I wasn't very confident in building my own digital strategy without assistance from my colleagues. I was also very new to SEM and had no prior experience with it.

However, after attending the course and doing the assessment, I have gained more knowledge in how Google search and display ads work, and the whole mechanics behind it. I now have more confidence in building my own digital marketing plan and I have more interest to learn and improve in my SEM skills.

Overall, course experience was good and the trainer was very engaging. Thank you for the great session!"

Charissa Goh

"The Digital Advertising course was a good course covering the various aspects of digital advertising, with concise information and hands-on sessions within a short duration of 2 days. Through this course, I have developed a better understanding of the various tools and platforms used in digital advertising."

Wenyi Saw, *Adidas*

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Trainee Testimonials

"The Digital Advertising course has given me better insight of how digital ad campaigns are planned, created and evaluated. Even though it was my first time using the Google Ad Manager platform, it was relatively easy to navigate and understand the features of the program with the guidance and patience of the trainer."

Tan Li Xing

"With little to no knowledge of digital advertising, this module has given very good insights into the platforms and tools. The hands-on practice is very useful in helping me understanding the process, features and functionalities. "

Magdelene Chua, *Huntsman Corporation*

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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.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

Are there any funding or government subsidies for this course?
You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.

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.

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Digital Advertising

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