



Digital Advertising Strategy

Learn How to Develop and Run Successful Digital Advertising Campaigns



In-Person or Online-based classroom



Duration: 16 Hours (2 days)



SINGAPORE
WORKFORCE SKILLS
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SONY



Course Fees & Fundings

Course Fee: S\$975.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:

From **S\$292.50** (inclusive of 9% GST)

SkillsFuture
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Course Overview

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 strategy 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.

Target Audience

The target audiences for this digital marketing essentials course include a diverse group of individuals and professionals who are keen to enhance their digital marketing skills. These groups include:

- 01. Beginners in Digital Advertising:** Individuals new to the field who want to build a strong foundation in digital advertising concepts and practices.
- 02. Business Owners and Entrepreneurs:** Those looking to integrate digital advertising strategies into their business models to improve their online presence and drive growth.
- 03. Startups:** Small business owners and startup teams seeking to understand and leverage digital advertising to compete effectively in their industries.
- 04. Marketing Executives and Professionals:** Current marketing professionals who want to update their skills and knowledge to include the latest digital advertising techniques and tools.
- 05. Freelancers:** Individuals offering advertising services on a freelance basis who need to stay current with digital advertising trends and best practices.
- 06. Career Switchers:** Mid-career professionals who are transitioning into the digital advertising field from different industries and need to acquire relevant skills.
- 07. Job Seekers:** Individuals looking to enhance their employability by gaining expertise in digital advertising, a highly sought-after skill set in today's job market.

These groups will benefit from the comprehensive coverage of Digital Advertising, tools, and best practices offered by the course, ensuring they are well-equipped to apply these skills in real-world scenarios.



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 & 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



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

Course Outline

Introduction to Digital Advertising

Topics Covered Include:

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

Digital Advertising Channels

Topics Covered Include:

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



Develop Digital Advertising Strategy

Topics Covered Include:

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

Digital Advertising Analytics

Topics Covered Include:

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 with Questions
- Individual Project Presentation



Trainer Profile

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.





Certificate and Certification Track

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 Strategy course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Integrated Marketing

Course Code: TGS-2019503422

Course Support Period: 01 Jul 2019 – 30 Jun 2025



Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. 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.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

In our community and have
trained at Equinet

4/5

Quality Rating on TRAQOM
via Qualtrics



Testimonials

”

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

”

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

Charissa Goh

”

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

”

I recently purchased Equinet Academy's digital advertising course, and it has been fantastic. The content is thorough and easy to understand, making a noticeable difference in my business's online presence. The support from the team has been exceptional. Highly recommend for anyone looking to excel in digital advertising!

Wei Tan



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. For more details, you may read the [Online-based Classroom Learner Guide](#).

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.

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 Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.



Related Courses

- **Certified Digital Advertising Specialist (CDAS)**
- **Certified Digital Marketing Strategist (CDMS) v2**
- **Advanced Performance Marketing (Lead Generation)**
- **Google Ads Strategy and Optimisation**
- **Conversion Rate Optimisation (CRO)**
- **AI in Digital Marketing**

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Successful Digital Advertising
Campaigns

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Equinet Academy
10 Anson Road, #18-24
International Plaza,
Singapore 079903

www.equinetacademy.com

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