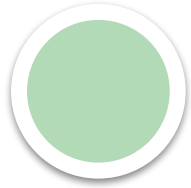


Digital Content Marketing

How to Craft and Execute a Sustainable Content
Marketing Plan





Course Description



Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action. – Content Marketing Institute

With the abundance of content available online, there is a growing urgency for brands to understand and integrate content marketing into their existing marketing strategy. Content marketing, when done effectively, helps brands create relevant content that fosters engagement, interaction and community.

This two-day course will cover content marketing strategies that encompass the creation, curation, distribution and optimisation of content across a brand's various channels (Owned, Shared, Earned, Paid).

This content marketing course threads the line between the art and science of content marketing, enabling creative processes while also tapping into best practices that bring steady returns in the long term.

This course will also teach you how to analyse your customers and competitors, embrace emerging trends in digital content creation, choose the right channels for promoting content, and measure the success of your content marketing efforts.



Course Duration

2 Days
9am to 6pm



Learning Mode

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



From \$380.25 (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

Vice Presidents and Directors of Marketing and Public Relations, Marketing Managers, PR Managers, Marketing Executives, PR Executives, Business Owners, Content Marketing Specialists, Content Strategists and Entrepreneurs who want to learn how to craft an impactful content marketing plan and generate better outcomes from content marketing efforts.



Course Highlights

In this Digital Marketing Strategy course, trainees will learn:

- Develop a brand-specific content marketing strategy and journey map to engage and convert a clearly defined audience
- Apply the principles of emotional storytelling via empathy storyboarding for content creation
- Identify the essential building blocks for emotional storytelling
- Craft relevant content angles based on customer content requirements i.e. 4 micro-moments
- Curate and select suitable and effective content types and formats to drive reach, engagement, action, and advocacy
- Craft a content marketing blueprint that aligns content marketing goals and objectives with the right optimized content topics
- Develop an annual content calendar and monthly content schedule mapping out the contributions of content creators, internal and external collaborators
- Create a content delivery and distribution plan across Owned, Earned, Shared, Paid Channels
- Define essential content marketing metrics to support the organisation's marketing objectives

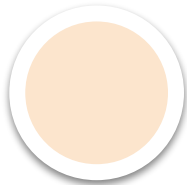
Course Objectives

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

- Identify the importance and key benefits of content marketing
- Build a content market strategy that guides your organisation and define your core audience in order to align key topics that drive engagement and conversions
- Develop content marketing strategies across the consumer journey and associated KPIs
- Create a content creation, curation and distribution plan across Owned, Shared, Earned & Paid Channels
- Craft an integrated buyer journey for your target audience by answering their prospective questions with engaging content that converts



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Content Strategy** 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 Content Marketing Course assessment and achieved at least 75% attendance.



Course Outlines

Content Marketing Fundamentals

Instructor-led | Mode of Delivery (Lecture, Case Study, Practice & Feedback, Peer-to-Peer Review)

- Define What Is Content and Content Marketing Strategy
- Understand the 4D (Design, Develop, Deploy, Decode)
- Stages Of Content Marketing Strategy
- Explain the 4 stages of the customer journey (Awareness, Consideration, Action, Advocacy)

Content Planning (Design)

Instructor-led | Mode of Delivery (Lecture, Case Study, Practice & Feedback, Peer-to-Peer Review)

- Define what is Storytelling and the secrets behind effective Storytelling: Character, Conflict, Resolution Framework
- Getting to the heart of storytelling with Simon Sinek's Golden Circle
- Up your craft of Storytelling by understanding the art and science of emotional storytelling
- Overview of what is a Persona and the 5 benefits Of Persona Marketing
- Seeing the world through your prospect - The Empathy Map
- Storyboarding strategies for content development for the 4 Micro Moments (I Want To Know-Go-Buy-Do)

Course Outlines

Content Creation (Develop)

Instructor-led | Mode of Delivery (Lecture, Case Study, Practice & Feedback, Peer-to-Peer Review, Demonstration and Modelling)

- Creating and curating engaging content with purpose (Entertain, Inspire, Educate, Convince)
- Explore the world of 5 content formats and the universe of 120 content types
- 5-criteria checklist for selecting ideal content formats and content types
- Develop a content map across the customer journey
- Define and align business goals with key content marketing goals across the customer journey
- Craft Content Marketing repurpose strategies across platforms, content formats to align with business goals
- Apply design principles and content guidelines for content creation using visual tools like Canva and Midjourney
- Identify and craft content marketing topics with Google Trends and Content Topics Generators tools
- Understand and develop a Content Marketing Mission Statement & Blueprint
- Develop a basic Content Brief to guide your content creation process
- Understand and apply content guidelines to your content creation approach

Course Outlines

Content Distribution (Deploy)

Instructor-led | Mode of Delivery (Lecture, Practice & Feedback, Peer-to-Peer Review)

- Understand Owned, Earned, Shared Paid Channels and develop an optimum content distribution channel mix
- Understand and apply a six step process to shortlist and collaborate with the right content creators
- Identified key content calendar elements and craft a bespoke annual content calendar
- Understand and apply the 3 principles of content scheduling to co-develop a content schedule with external and internal content creators

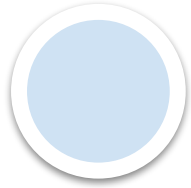
Content Measurement (Decode)

Instructor-led | Mode of Delivery (Lecture, Practice & Feedback, Peer-to-Peer Review, Demonstration and Modelling)

- Connecting your Content Marketing Goals to KPIs and Metrics
- Understanding the 4 groups of Content Marketing Metrics

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



Trainer Bio

Tom Goh



Thomas is a native Digital and Branding Strategist with 20+ years of experience in banking, tech, telcos, and agencies. He has managed regional teams, launched award-winning campaigns, and advises on digital transformation. In addition to his professional achievements, Tom volunteers as an executive committee member for various charities and holds the position of Singapore President at the Interaction Design Foundation.



Why Learn with Equinet?



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, and guides. 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.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$575.25
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$380.25
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$575.25
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25

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](tel:62600777) 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



“Tom is engaging and is knowledgeable in the field. He often uses real life examples to explain concepts taught in class and is prompt in making sure the class starts and ends on time. With what I have learnt, I am sure it will add value to my work. Thank you!”

Ng Hwee Teng, *RW Sentosa*



“I will recommend those who want to start their content marketing journey to take this course. It focuses on touch base points and also goes into further details on what is expected as a content marketer.”

Angela Tay, *APM Asia*



“Content marketing strategies were illustrated with relevant real life examples and case studies. Interactive group activities and discussions also made it easier for us to internalise the concepts. I highly recommend this course to marketers and those who want to develop content marketing skills and put into practice effectively.”

Regina Tan, *Jardine OneSolution (2001) Pte Ltd*



“I’ve been doing content marketing for years, but Tom puts in a lot of structure into the things that I’ve been doing. I’ve learnt how to connect marketing and content together. The real-life case studies were insightful, and tools he shared are also very useful.”

Soh Xin Yi Cyndi

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.

Digital Content Marketing



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Strategy | Course Code: TGS-2019503735 | Registry Period: 31 Aug 2019 - 30 Aug 2025