

# Digital Content Marketing

## How to Craft and Execute a Sustainable Content Marketing Plan



In-Person or Online-based Classroom



Duration: 16 Hours (2 days)



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

### You're in Good Company

Industry leading organisations who've sent their teams for upskilling at Equinet



### 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  
Credit, PSEA,  
UTAP  
Claimable



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# Course Overview

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.



## Target Audience

VPs and Marketing directors, PR directors, Marcom directors, social media managers, community managers, bloggers, digital marketing executives, PR executives, account managers, account executives, and beginners who need to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.

**01. Vice Presidents and Directors of Marketing and Public Relations:** Enhance strategic oversight by understanding the impact of digital content marketing on brand reputation and public image.

**02. Marketing Managers:** Drive more effective campaigns by leveraging digital content to engage and convert target audiences.

**03. PR Managers:** Improve public relations efforts through compelling digital content that communicates key messages and builds strong stakeholder relationships.

**04. Marketing Executives:** Gain practical skills in creating and distributing digital content that aligns with marketing goals and maximizes ROI.

**05. PR Executives:** Develop digital content strategies that support PR objectives and enhance media relations.

**06. Business Owners:** Increase brand visibility and customer engagement by learning how to produce digital content that resonates with your audience.

**07. Content Marketing Specialists:** Master crafting high-quality digital content that drives traffic, generates leads, and fosters customer loyalty.

These targeted audiences can greatly benefit from the Digital Content Marketing Course, which is crucial for effectively communicating your brand's message, engaging your audience, and driving meaningful results across all marketing efforts.





# Course Highlights

**In this Digital Content Marketing course, you will learn how to:**

- 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



# Course Outline

## Content Marketing Fundamentals

### Topics Covered Include:

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)

### Topics Covered Include:

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)





# Content Creation (Develop)

## Topics Covered Include:

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

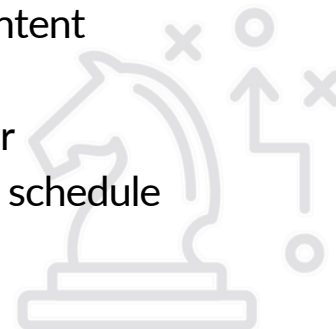
- Creating and curating engaging content with purpose (Entertain, Inspire, Educate, Convince)
- Explore the world of 5 content formats and the universe of 120 content types
- 5-criteria checklist for selecting ideal content formats and content types
- Develop a content map across the customer journey
- 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

# Content Distribution (Deploy)

## Topics Covered Include:

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)

## Topics Covered Include:

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 with Questions
- Individual Project Presentation





Trainer Profile

# Razy Shah

Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency with presence in Singapore, Malaysia, Indonesia and India. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.







## Certificate and Certification Track

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.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Strategy

Course Code: TGS-2019503735

Course Support Period: 31 Aug 2019 – 30 Aug 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

”

Razy 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

”

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 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

”

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.

Angela Tay,  
APM Asia

”

Enrolling in the Digital Content Marketing Course from Equinet Academy was incredibly valuable. It provided clear insights into aligning content goals with KPIs and understanding key metrics.

Hana Kim





# 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.







## Copywriting & Content Writing



## Digital Content Creation For Content Creators

How to Craft and Execute a Sustainable Content Marketing Plan

Sign up for **Digital Content Marketing**

[Reserve your seat here today.](#)





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