

# Digital Marketing Essentials

Learn the Fundamentals of Digital Marketing Hands-on in a Day





# Course Description



This 1-day digital marketing essentials course will equip trainees with the essential foundations of digital marketing.

Through real world case studies, trainees will gain an understanding of the features and use cases of various digital marketing channels and learn how each of them can be integrated into their businesses.

As guided by an industry expert, trainees will also be exposed to different facets of digital marketing such as social media marketing, email marketing, and Google Analytics.

Furthermore, trainees will also be given access to a toolkit of templates, checklists, and guides to assist in their learning process. The toolkit of resources can be used to reinforce what they have learnt in the course, and to help shape their own digital marketing campaigns.

By the end of the day, trainees will take away an essential digital marketing plan and understand how to apply the concepts learnt to their real world projects.



### Course Duration

1 Day  
9am to 6pm



### Learning Mode

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



From **\$97.50** (incl. 9% GST) after  
**70% SkillsFuture Funding**

### Target Audience

This digital marketing fundamentals course is suitable for beginners embarking into digital marketing, business owners, startups, entrepreneurs, marketing executives, freelancers, career seekers, and mid-career switchers looking to get into digital marketing.



# Course Highlights

In this digital marketing essentials course, trainees will learn:

- What digital marketing is and the important role it plays in business illustrated through case studies
- How B2B and B2C digital marketing differ
- What digital marketers actually do in their day-to-day job roles
- Pricing models typically used by digital marketing agencies
- What a customer persona is and an example of one
- The step-by-step methodology in building a digital marketing strategy
- Essential digital marketing metrics to track business performance
- How to analyse basic digital marketing reports
- And much more

# Course Objectives

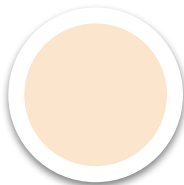
In this digital marketing essentials course, trainees will learn:

- Plan digital marketing objectives and resources to execute digital marketing campaigns
- Design digital marketing funnels comprising of a mix of digital channels
- Develop individual digital marketing channel strategies based on research on consumer needs and preferences
- Evaluate essential digital marketing metrics to assess performance of digital marketing campaigns





# Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Marketing Mix Management** 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 Marketing Essentials course assessment and achieved at least 75% attendance.



# Course Outlines

## Introduction to Digital Marketing

Instructor-led | Mode of Delivery (Class Discussion)

- What is digital marketing
- Digital marketing vs traditional marketing
- Why digital marketing is important from both a marketer's and a business owner's perspectives
- The role of digital marketing to a business
- Digital marketing channels (search, social, email, display, and more)
- B2B vs B2C digital marketing
- Digital marketing case studies
- What digital marketers do
- How digital marketing agencies charge

## Digital Marketing Funnels

Instructor-led | Mode of Delivery (Lecture & Illustration, Class Discussion)

- What a digital marketing funnel is
- What a customer persona is and why a customer persona is important
- Elements of a customer persona
- Example of a customer persona
- Stages of a digital marketing funnel
- How to build a digital marketing funnel for your business

# Course Outlines

## Digital Marketing Strategies

Instructor-led | Mode of Delivery (Lecture & Illustration, Class Discussion)

- Digital Marketing Strategy: Defining your marketing objectives to identify KPIs, and the pros and cons of hiring a digital marketing agency and handling your efforts in-house
- Content Marketing Strategy: Design and Deploy
- Search Engine Optimisation Strategy: Keyword research, and Off-page SEO
- Digital Advertising Strategy: Define, Develop, and Implement
- Social Media Marketing Strategy: Discover and Develop
- Email Marketing Strategy: Planning, Content, and Creative
- Trends that you need to be aware of: E-commerce and AI





# Course Outlines

## Digital Marketing Analytics

Instructor-led | Mode of Delivery (Lecture & Illustration,  
Demonstration & Practical Application, Group Discussion)

- Leveraging on AI tools to implement your digital marketing strategies (ChatGPT and Dall-E2)
- What digital marketing analytics is (5 mins)
- Why digital marketing analytics is important
- Essential digital marketing metrics to track and analyse
- Digital marketing analytics platforms
- Overview reports on Google Analytics
- Case Study – Evaluate marketing mix and results for B2C industry
- Case Study – Evaluate marketing mix and results for B2B industry

## Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



## Trainer Bio

# 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.



# 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.

# Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$97.50
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$147.50
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$97.50
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$147.50
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$97.50

# 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



“I had a good experience with Equinet’s Digital Marketing Essentials course – the curriculum was very well thought out. The trainer delivered and led the training very professionally. He showed strong subject knowledge. I would highly recommend Equinet for anyone hoping to learn new knowledge and skills.”

**Troy Lee**, *Resilience Collective*



“Initially, I signed up wanting to get an understanding of how Digital Marketing works. The whole course curriculum really caught my attention and attending the course provided me with different insights on how it works.”

**Stephenie Kho**, *Charles & Keith Group*



“Highly recommend this course to anyone who wishes to acquire knowledge and skills. The instructor was engaging and very committed to guiding his audience to a better understanding of the topic as well applications.”

**Desiree Gabriel**, *Guthrie FMC*

## Trainee Testimonials



“The course is very insightful and provided a great practical view for better understanding and application. The entire course flow was very easy to follow. The trainer was very knowledgeable and was able to explain everything clearly in a way that was easy to understand.”

**Nur Aisyah Binti Mohamad Nassir**



“The trainer was well-versed in various aspects of digital marketing and demonstrated his expertise during the course. Many participants were asking questions that were beyond the scope of the basic course yet he answered them.”

**Vaishnavi D/O Chandrasekaran**

# 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 Marketing Essentials



**SIGN UP NOW**

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Mix Management | Course Code: TGS-2022016625 | Registry Period: 25 Oct 2022 - 24 Oct 2024

Call: [6816 3016](tel:68163016) | WhatsApp: [8020 1603](tel:80201603) | Email: [sales@equinetacademy.com](mailto:sales@equinetacademy.com) | <https://www.equinetacademy.com/digital-marketing-essentials/>