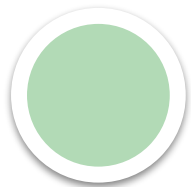


# Digital Marketing Strategy

Redefine Your Digital Marketing Strategy in Two  
Days





# Course Description



With most of the world online today, digital marketing has become a tool for endless possibilities. You can easily reach new audiences and acquire new customers in seconds – increasing your reach immensely.

This interactive 2-day Digital Marketing Strategy Course is packed with real world case studies, industry best practices, and proven methodologies on how to develop an effective digital marketing strategy for both B2B and B2C businesses.

Trainees will gain broad insight into the most current digital marketing strategies, frameworks, and methodologies practised by digital marketing industry experts.

Packaged into bite-sized modules, this compact 2-day workshop in Singapore will provide trainees with a comprehensive overview of how companies and industry experts develop and execute tactical and sustainable digital marketing strategies and campaigns and how they can apply the same strategies to their own campaigns.

Furthermore, trainees will also be given access to a toolkit of templates, checklists, cheatsheets, and e-guides to assist in the development and implementation of an effective digital marketing strategy.



### Course Duration

2 Days  
9am to 6pm



### Learning Mode

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



From **\$346.32** (incl. 9% GST) after  
**70% SkillsFuture Funding**

### Target Audience

This course is suitable for Marketing Professionals/Managers/Executives (PMEs), Business Owners, and Individuals who are looking to gain a comprehensive understanding of the concept of digital marketing strategy, campaign development and implementation.



# Course Highlights

In this Digital Marketing Strategy course, trainees will learn:

- The concept of digital marketing in both B2B and B2C contexts and the fundamentals of digital marketing channels ranging from search, social, to display.
- How to define digital marketing objectives and KPIs and align them to organisational goals.
- How to conduct competitive analysis and customer research using digital tools and strategic frameworks.
- How to develop a digital marketing strategy and strategic action plans that will achieve business objectives (brand awareness, customer engagement, sales)
- How to select the right digital marketing channels that aligns to the organisation's marketing objectives.
- How to determine timelines for the execution of digital marketing campaigns and budget allocation for selected digital marketing channels
- How to implement campaign tracking and identify key digital marketing metrics to measure digital marketing campaign performance.
- How to interpret digital analytics reports and apply a continuous optimisation framework to improve business performance.

# Course Objectives

By the end of the class, trainees will:

- Be able to demonstrate a comprehensive understanding of the concept of digital marketing, features of various digital marketing channels, and market strategy
- Gain actionable insights on the latest digital marketing trends and various digital marketing channel strategies in both B2B and B2C contexts
- Be able to select appropriate digital marketing channels based on the marketing strategy
- Be able to develop a digital marketing strategy and create roadmaps for campaign implementation to achieve business and marketing objectives
- Be able to review performance indicators to measure the effectiveness of a digital marketing strategy

# 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 Marketing Strategy Course assessment and achieved at least 75% attendance.



# Course Outlines

## Aligning Digital Marketing Strategy to the Business Strategy

Instructor-led | Mode of Delivery (Ice-breaker, Lecture, Class Discussion)

- Define digital marketing
- Where digital marketing fits in the business strategy
- Overview of digital marketing strategy in alignment to business processes

## Derive KPIs and Metrics from Marketing Objectives

Instructor-led | Mode of Delivery (Lecture, Case Study, Role-play, Class Discussion, Group Discussion)

- What are digital marketing objectives and KPIs?
- Overview of digital marketing metrics
- Relationship between marketing objectives, KPIs, and metrics.

## Understand Customers, Market, and Digital Landscape

Instructor-led | Mode of Delivery (Lecture, Case Study, Demonstration and Modelling, Practical, Class Discussion, Group Discussion)

- 3 pillars of a digital marketing experience – User Journey, Digital Channels, and Creative & Content
- Deep dive into different digital channels (display/video advertising, paid search, social media marketing, online partnership/PR, email/mobile marketing) and digital marketing trends
- Connections between website, content marketing, SEO, and other digital channels
- Considerations of customers, company, and competitors to conduct competitive market analysis with the use of digital marketing tools

# Course Outlines

## Digital Marketing Channels and Touchpoints

Instructor-led | Mode of delivery (Lecture, Case Study, Role-play, Group Brainstorming, Group Discussion, Group Presentation)

- Overview of digital marketing channels and consumer journey touchpoints
- How to select the right digital marketing channels that align to your marketing objectives
- Mapping digital marketing channels to buying funnel and consumer touchpoints
- Relationship between website and digital channels (SEO, SEM, Social Media, Email, Content, Display, Digital PR)

## Develop a Strategic Digital Marketing Plan

Instructor-led | Mode of delivery (Lecture, Case Study with activity sheet, Role-play, Group Brainstorming, Class Discussion, Group Discussion, Group Presentation)

- Understand the framework that supports the development of action plans
- Overview of SWOT analysis (driver)
- Develop a strategic digital marketing plan
- Overview of budget and ROI of a digital marketing plan

# Course Outlines

## Set Up and Implement Digital Marketing Campaigns

Instructor-led | Mode of delivery (Lecture, Case Study, Demonstration and Modelling, Practical, Class Discussion)

- Introduction to a campaign brief and media plan
- Understand and setup Google Analytics to track user behaviour and marketing initiatives
- Implement campaign URL to track user journey from digital channels to a website
- Overview of digital marketing team structure – in-house vs external (agencies/freelancers)

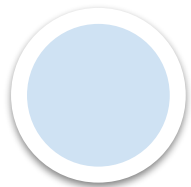
## Evaluate and Optimize to Improve Business Performance

Instructor-led | Mode of delivery (Lecture, Case Study, Demonstration and Modelling, Practical, Class Discussion, Group Discussion)

- Walk-through of Google Analytics – analyse and interpret digital marketing reports
- Introduction to continuous optimisation process
- Different types of testing methods

## Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



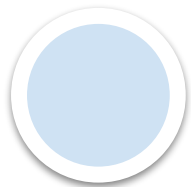
## Trainer Bio **Zhong Li**



Zhong Li is the founder of Mikangle, a digital transformation company that focuses on advisory, training, and investment. He is also the Co-founder and now Advisor of Finty, an online financial marketplace that was acquired by an Australian firm, 15 months after the company was launched.

*\*Only one trainer will be facilitating per class.*





## Trainer Bio

# Kelvin Koo



Kelvin is a highly experienced agency leader, digital marketing consultant, and trainer with over 20 years of expertise in crafting and executing effective digital strategies for a diverse range of brands. His contributions have garnered numerous digital effectiveness awards for clients such as Scoot, Audi, Qantas, Klook, Canon, Wine Connection, and Doctor Anywhere, including accolades for search marketing, social media and performance marketing excellence.

*\*Only one trainer will be facilitating per class.*



# 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\$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](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 am very happy with the course because it focuses on the practical aspects of digital marketing such as conversion-based ROI strategic planning. This is especially relevant in the corporate SME environment where Return of Investment (ROI) matters a lot to the management.

Zhong Li is also very open when it comes to the industry practices and his views about digital marketing as a whole. He is able to relate to our questions easily, which shows his experience in this field.”

**Leslie Chia**, *Raffles Medical Group*



“The course content is detailed and has practical application purposes. I found that the course was very useful in learning about key metrics to take note of when setting up a digital marketing strategy as well as how to go about structuring a digital marketing plan.”

**Shih Qing Pamela**, *Ninja Logistics Pte Ltd*

## Trainee Testimonials



“This course has provided me with better insights on digital marketing strategy and how it could help and elevate the planning process for my current work. Course Trainer, Zhong Li is very detailed in his course guide and had provided us with valuable content and tools in becoming a good digital marketer. Thank you trainer, Zhong Li and Equinet Academy.”

**Tan Mei Shan, Takashimaya Singapore Ltd**



“This is an excellent and very informative course, this would be beneficial to many working in SME’s to understand how digital marketing works. Especially relevant to business owners and anyone new to digital marketing or looking to grow their business.”

**Emma Clough, TTG Wines**

# 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 Strategy



**SIGN UP NOW**

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Integrated Marketing | Course Code: TGS-2018503501 | Registry Period: 17 Apr 2019 - 05 Nov 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-strategy-course/>