



# Digital Marketing Strategy

## Redefine Your Digital Marketing Strategy in Two Days



In-Person or Online-based classroom



Duration: 16 Hours (2 days)



### You're in Good Company

We upskill and empower teams at leading industry organisations.  
You are in good hands



### 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)





# Table Of Contents

- Course Overview
- Target Audience
- Course Highlights
- Course Objectives
- Course Outline
- Trainer Profile
- Certificate and Certification Track
- Why Learn with Us
- Testimonials
- FAQs
- Related Courses





# Course Overview

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.



## 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.

- 01. Marketing Professionals:** Tailored for marketing professionals seeking to refine their digital marketing expertise.
- 02. Managers:** Ideal for managers responsible for overseeing marketing strategies and campaigns.
- 03. Executives:** Designed for executives aiming to stay ahead in the digital marketing landscape.
- 04. Business Owners:** Perfect for business owners looking to boost their digital presence and strategy.
- 05. Digital Marketing Strategy:** Focuses on providing a comprehensive understanding of digital marketing strategy.
- 06. Campaign Development:** Equips participants with skills for effective campaign development.
- 07. Implementation:** Teaches practical techniques for implementing successful digital marketing campaigns.
- 08. Strategic Insights:** Offers valuable insights for those looking to make informed decisions in digital marketing.



# Course Highlights

**In this Digital Marketing Strategy course, you 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:**

- 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



# Course Outline

## Aligning Digital Marketing Strategy to the Business Strategy

### Topics Covered Include:

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

### Topics Covered Include:

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

### Topics Covered Include:

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





## Digital Marketing Channels & Touchpoints

### Topics Covered Include:

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

### Topics Covered Include:

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





# Set Up and Implement Digital Marketing Campaigns

## Topics Covered Include:

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 Optimise to Improve Business Performance

## Topics Covered Include:

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 with Questions
- Individual Project Presentation



Trainer Profile

# Alex Fong

Alex is a seasoned Digital Marketer who has worked for both brands and agencies in Singapore, US, and Canada. He spent a total of 20 years studying and working in US and Canada before coming home to Singapore several years ago. He was head of Digital Marketing for StarHub heading a team who managed performance marketing, SEO, content writing, and social media marketing.







## 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 Marketing 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-2018503501

Course Support Period: 17 Apr 2019 - 05 Nov 2026





## 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



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.

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



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.

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



I've always struggled with understanding the bigger picture of digital marketing, but this course broke it down in a way that made it clear and actionable. My campaigns are more targeted and effective now, and I've seen a noticeable improvement in my work. Highly recommended for anyone in the field!

Lian Wei Koh





# 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



### Digital Transformation – Marketing Strategy.

Redefine Your Digital Marketing  
Strategy in Two Days

Sign up for **Digital  
Marketing Strategy**

[Reserve your seat here today.](#)





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