

Powerful **Digital Marketing** Courses

Let **Equinet Academy** Fill The Gaps –
You'll See Results

Equinet Academy is a WSQ Approved Training Organisation (ATO) accredited by **SkillsFuture Singapore**.



The Importance of Digital Marketing

Digital marketing is the bread and butter of sales in today's digital world. We trust that by now, you're already acutely aware of this – but here's a statistic that sums this up perfectly for good measure:

“As of January 2021 there were **4.66 billion active internet users** worldwide - 59.5 percent of the global population. Of this total, 92.6 percent (4.32 billion) accessed the internet via mobile devices.”

- (Statista, 7 April, 2021)

Your customers are online.

Your marketing tactics need to adjust accordingly.



The Question Is...

Are you **maximising** your digital marketing efforts?

The digital marketing landscape is constantly evolving.

There's much to learn in order to get the maximum returns for every marketing dollar you spend.

In a recent study we had conducted, **1037 marketers** were tested in a digital marketing core skills assessment and the **average scores were only 27%**.

This was despite more than **80%** of the same marketers rating their digital marketing skills as **fairly competent** or higher.

Your people are your biggest asset in this facet.

At Equinet Academy, we are

Passionate About People.

Your most valuable resource.

We want to take them to the next level by giving them the best digital marketing training available.

Why?

So that they can drastically improve their skills, perform their jobs at new levels and inevitably, take your company to new heights.





Here's Why Equinet Academy Is Different – Frankly, Better.



Taught by Industry Experts

Our team of dedicated trainers are all **experienced, active practitioners, and industry veterans** who hold senior roles in digital marketing.

They are also **ACTA/ACLP-certified** and/or have undergone extensive training under various trainer programmes. You'll be learning directly from **subject-matter experts** who are dedicated to sharing their wealth of experience – you'll be **learning from the best**.

They apply instructional design methodologies through the use of:

- Brainstorming
- Group Discussions
- Individual Practice and Feedback
- Case Studies with Activity Sheets
- Problem-Solving
- Concept Formation
- Role-Play
- Lectures and Presentations
- Interactive Quizzes
- Demonstrations
- And more

“When training organisations utilise subject-matter experts who are also experienced facilitators, the actual transfer of skills and knowledge in the classroom is remarkable.”

– Dylan Sun
Managing Director, Equinet Academy



More Than High Quality Courses

We are committed to the success of your people – which means we'll remain available long after they leave our classrooms.

Course Resources

They will have access to our course resources– which are consistently updated to keep up with industry changes– for the rest of their lives.

E-Learning Videos

They will have access to our E-learning videos– essentially the entire course, brought to them in video– for an entire year after completing the course.

Alumni Support LinkedIn Group

And did we mention – we have an alumni support group on LinkedIn they'll have lifetime access to as well. That means regular industry updates, questions being answered in real time, and fruitful discussions about anything related to digital marketing.

Unlimited Clinic Sessions

For three years after graduation, they will have access to unlimited, 3-hour clinic sessions with an industry expert– where they can ask business questions and close any gaps.

In more ways than one, they will have **direct access to our trainers' expertise** for support at all times– for the rest of their careers.



Don't Just Take It From Us

Rather, let our clients tell you how they've benefited from our **high-quality, hands-on training and support.**

TOTO



NEC



Volkswagen



Client Testimonials

“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

“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

“It had been supremely useful after attending this SEO course, and I was able to help my organisation troubleshoot and **bring up the organic search traffic the past few months**. The presentation materials were comprehensive and well organised – truly informative and an enriching experience.”

Adeline Ng, Singapore Press Holdings

“This SEO course has been extremely useful to me as it is of **direct relevance and applicability to my work**. I would strongly recommend those who are managing digital marketing campaigns, be it by themselves or through a 3rd party to attend this course.”

Lynne Loh, Fuji Xerox

“Even though I’ve been using GA for years (self-taught and learned from former managers), I learned a lot more from this course as it is **much better than the videos offered in Google Analytics Academy.**”

Ina Jasni, SingHealth





Client Success Story

Take a look at how Miuvo, a local wellness product company, maintained their sales targets despite the trying times brought about by COVID-19– by **applying SEO best-practices they learnt from attending our SEO course.**

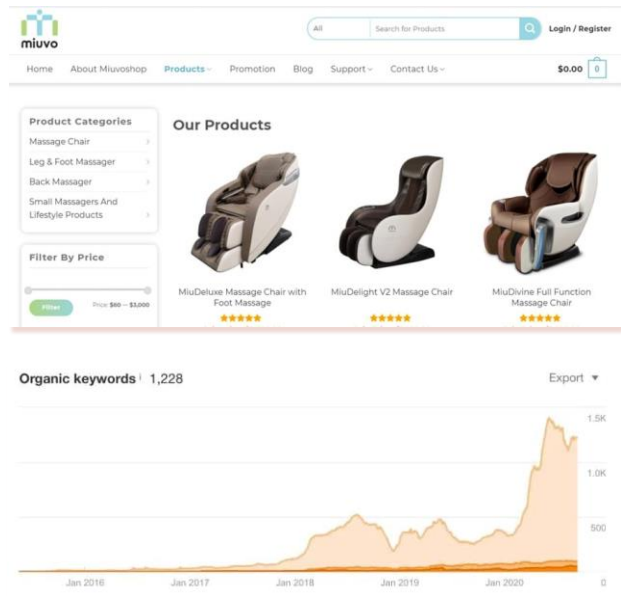
Miuvo has strong competition from larger brands, and before attending our SEO course, they were struggling to gain customer awareness.

After attending our SEO course, they leveled-up their SEO campaign by applying the principles and best-practices taught in our SEO course. They achieved outstanding results:

- They now rank for **twice as many keywords** than before (1,000 from 500)
- They rank **no.1 to no. 5** for certain product searches (As of August 23, 2020)
- And while they had to close physical stores– leaving only one– their online sales skyrocketed because they applied the strategies they picked up from our SEO Course, allowing them to maintain their sales targets despite the curveballs thrown their way.



You may also view our many other client success stories by visiting <https://www.equinetacademy.com/resources/digital-marketing-case-studies/> or by scanning the QR code.



Client Success Story



Take a look at how SingHealth's HealthXchange Portal, a content hub for trusted health tips, increased their rankings on Google after a site revamp **applying SEO best-practices strategies they learnt from our SEO training.**

HealthXchange.com.sg was undergoing a site revamp and was scheduled to move to a new domain. They wanted to minimize any negative impacts on their Google rankings and had engaged us to train the team and facilitate the migration.

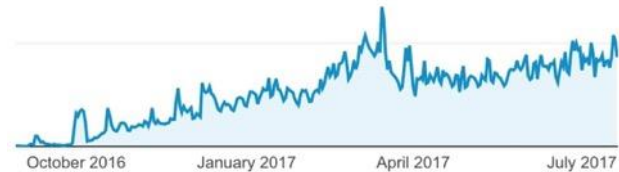
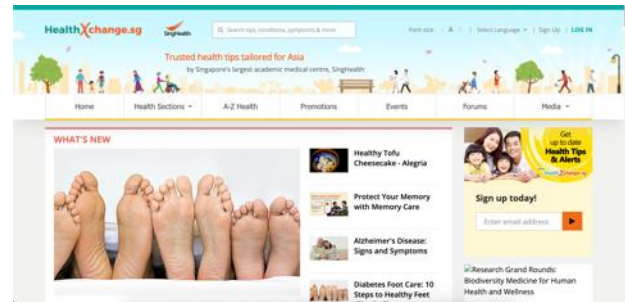
Through our SEO training, they leveled-up their SEO understanding and did a great job executing the change of domain and content migration, applying the principles and best-practices taught in the training course. Rankings had dropped at first but quickly picked up in a few weeks. They achieved outstanding results.

The old site was shut down by end of 2016 and rankings and traffic slowly climbed back up and stabilized weeks later for the new domain.

HealthXchange.sg not only started ranking well for its popular search terms again, its monthly organic traffic continued to increase year on year after the revamp.



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Over 2000+ Reviews On Myskillsfuture.sg

Have given us an **average rating of 4.7/5**

as validated by MySkillsFuture Singapore's Training Quality And Outcomes Measurement (TRAQOM) Initiative.

Our Courses are split into:

Digital Marketing Core Modules

Digital Marketing Advanced Modules

Digital Marketing Elective Modules

A Web Development Module

We understand that the needs of your staff are unique to the business challenges that they face- not all teams are built the same.

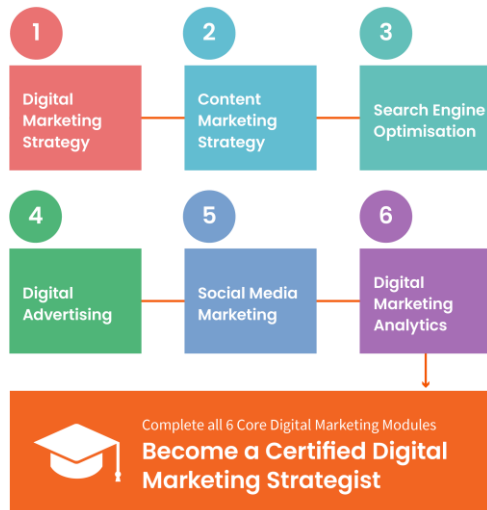
Which is why while we already have a structured program in place that works well, we allow for **customisations** to be made to your course mix if necessary- **it all depends on what your team needs.**





Digital Marketing Core Modules

Our SkillsFuture Singapore WSQ-accredited digital marketing core modules are designed by experts to **set a firm, unshakeable foundation for anyone who wants to thrive in the world of digital marketing.**



Even practitioners who've been in the industry for a while stand to benefit from these courses. We offer a programme where all six of our digital marketing core modules can be taken for a packaged fee under the **Certified Digital Marketing Strategist (CDMS) Programme.**

The digital marketing core modules in this programme are as follows:

1. NICF WSQ Digital Marketing Strategy
2. NICF WSQ Content Marketing Strategy
3. NICF WSQ Search Engine Optimisation
4. NICF WSQ Digital Advertising
5. NICF WSQ Social Media Marketing
6. NICF WSQ Digital Marketing Analytics

Please feel free to take a detailed look at what each course has to offer by visiting <https://www.equinetacademy.com/digital-marketing-courses/> or scanning the QR code



Digital Marketing Advanced Modules



Our digital marketing advanced modules are designed by experts to **push experienced digital marketing practitioners to the next level** in their careers through the discipline of lifelong learning.

The four digital marketing advanced modules we offer are as follows:

1. Advanced Content Marketing Strategy
2. Advanced Search Engine Optimisation
3. Advanced Social Media Marketing
4. Advanced Digital Marketing Analytics

1

Advanced Content
Marketing Strategy

2

Advanced Search
Engine Optimisation

3

Advanced Social
Media Marketing

4

Advanced Digital
Marketing Analytics

Please feel free to take a detailed look at what each course has to offer by visiting

<https://www.equinetacademy.com/digital-marketing-courses/> or scanning the QR code



Digital Marketing Elective Modules

Our digital marketing elective modules are designed to provide a **deep-dive into specialised sub-topics of digital marketing** and provide digital marketers **the practical knowledge and skills** required for them to perform at a new altitude in their roles.

The eight digital marketing elective modules we offer are as follows:

1. WSQ Facebook Marketing and Advertising
2. WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
3. Programmatic Advertising Course
4. Google Tag Manager Certification
5. LinkedIn Sales & Marketing
6. Copywriting and Content Writing Course
7. Website Optimisation (Conversion Rate Optimisation)
8. Email Marketing

Web Development Module

Our NICF WSQ WordPress Website Creation Course is designed by experts to teach individuals how to create, customise and maintain a WordPress website from scratch – without having to write a single line of code.

Please feel free to take a detailed look at what each course has to offer by visiting <https://www.equinetacademy.com/digital-marketing-courses/> or scanning the QR code



The Equinet Academy Story



Equinet Academy is a WSQ SkillsFuture Singapore (SSG) Approved Training Organisation (ATO), under the InfoComm Technology (ICT) Framework.

Our team of dedicated trainers are all experienced, active practitioners, and industry veterans who hold senior roles in digital marketing.

Digital marketing is extremely important in today's digital economy– our goal is to have every business in Singapore and the Southeast Asia region equipped with competent marketing personnel, improve their productivity, innovation, and maximise returns across all industry sectors.

We are carrying out our vital role in the digital marketing transformation across industries in these regions by delivering hands-on, comprehensive, outcome-focused training programmes designed by experts.

At Equinet Academy, we deliver more than superior digital marketing training courses– we are committed to the success of our trainees. This means that we'll remain available to them for the entirety of their careers through comprehensive post-training support initiatives.

Since our inception in early 2013, our courses, events, and workshops have been attended by thousands of individuals, small business owners and representatives from renowned companies such as Fuji Xerox Asia Pacific, Indonesia Stock Exchange, MRCB Land, DHL, NTUC, Singapore Press Holdings, Singtel, IKEA, Singapore Airlines and a number of prestigious academic institutions and government organisations based in Singapore and around Southeast Asia.



Let's Connect

Please feel free to get in touch with us, to enquire about the courses we offer that your team(s) could benefit from.



Visit: www.equinetacademy.com/contact



[Linkedin Page \(www.linkedin.com/school/equinetacademy\)](https://www.linkedin.com/school/equinetacademy)



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[Youtube Channel](#)
(Channel: [Equinet Academy](#))

Call operating hours:

Mondays - Fridays, 9am - 6pm