

Transforming Marketers For The Digital Economy

Skill Up Your Digital Marketing Teams at **Equinet Academy**



Skills-Based, Outcome-Focused
Digital Marketing Training

www.equinetacademy.com

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Challenges Faced By Today's Marketers

50% of marketers are not proficient in digital marketing



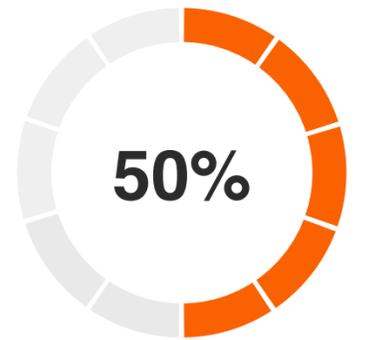
30% of marketing teams do not have a monthly budget for digital marketing



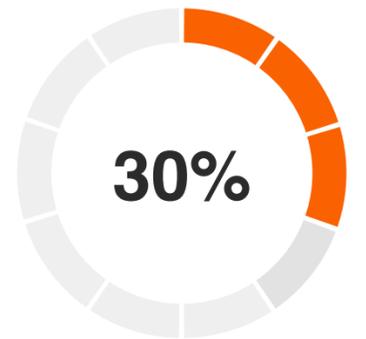
62% of marketers are confident in leading a digital marketing team



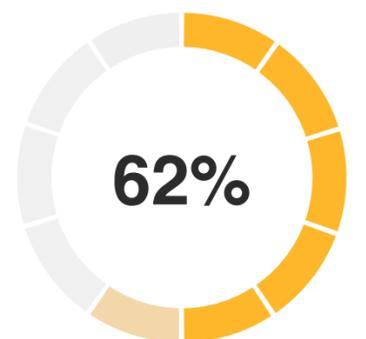
In a survey conducted in 2018, 50% of marketers from over 100 companies stated they were not proficient in digital marketing. However, 62% felt that they were confident in leading a digital marketing team. This disparity may lead to improper allocation of digital marketing budgets and resources, falling short of achieving marketing objectives.



Investment amounts vary across different digital marketing channels and setting the right budgets for well-performing channels is critical to a positive return on investment. Yet 30% of marketers surveyed did not allocate a set monthly budget for digital marketing channels.



With new digital channels sprouting out every now and then, the learning curve is getting steeper. One needs to be proficient or at least understand the features and technical aspects of various digital marketing disciplines, in order to effectively lead a digital marketing team.



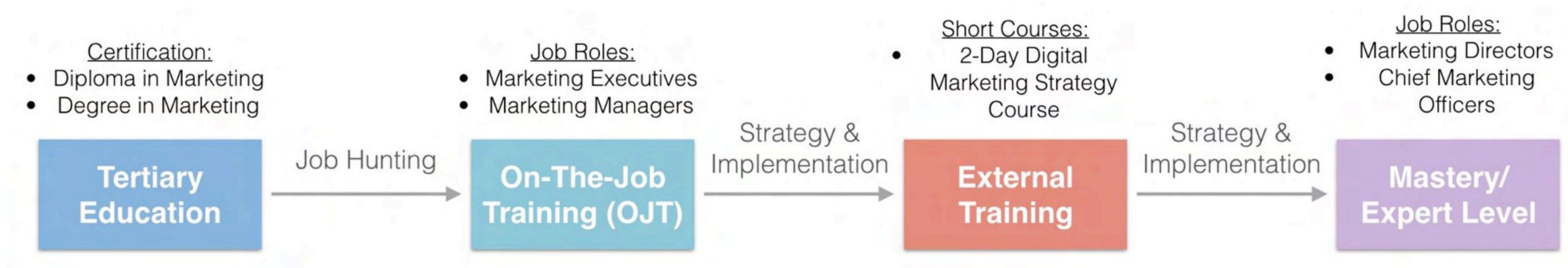
“Interviews with graduates from 10 different Singapore-based tertiary institutions highlighted that the digital marketing curriculum and courseware were partially outdated and very theory-based.”

The State of Digital Marketing in Singapore 2018

An aerial photograph of a city, likely San Francisco, with a hand placing a large, multi-colored puzzle piece into the scene. The puzzle piece is composed of various colored sections (red, orange, green, blue) and features a stylized building and a green landscape. The background shows a dense urban area with a river and hills.

How and Where Equinet Academy Plays a Role

A Typical Marketer's Career Progression Pathway



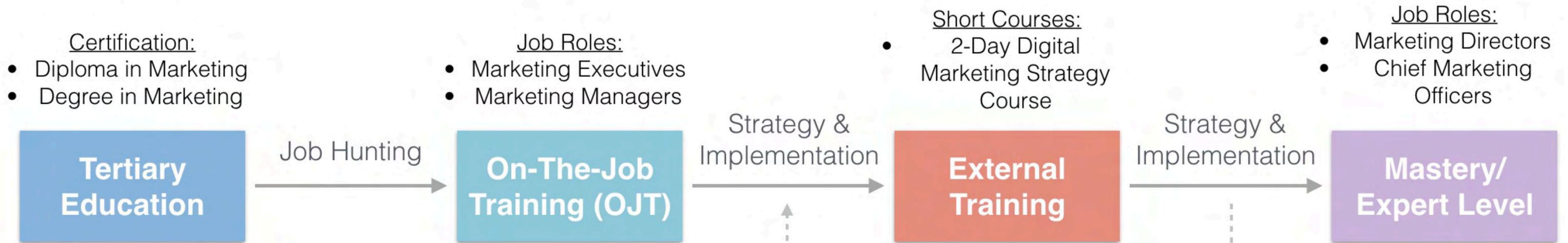
As marketing grads graduate from tertiary education and progress into marketing job roles, many find it hard to adapt to a realistic, yet uncertain and ever-changing business environment.

To compound this turmoil, the syllabus delivered by tertiary institutions lack the depth and currentness required to tackle the ever-evolving landscape of present-day digital marketing channels and platforms.

Even while marketing grads progress to Executive and Managerial roles and gain several years of marketing experience, they continue to face ongoing struggles on the strategic implementation of various marketing campaigns and initiatives.

This is partly due to the lack of time and opportunity while on the job to explore, learn and acquire the tremendous amount of knowledge and skills required to develop and implement effective digital marketing strategies.

How and Where Equinet Academy Plays a Role

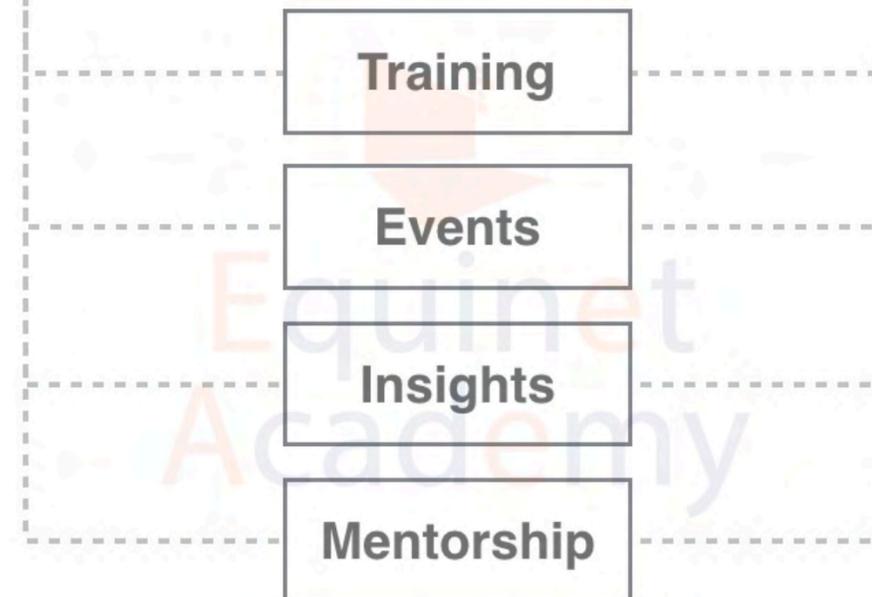


This is where Equinet Academy aims to play a key role in accelerating digital transformation within marketing teams.

By hosting knowledge-sharing events, publishing useful insights, running public courses, and mentoring trainees, Equinet aims to provide bite-sized, yet comprehensive and actionable tips and insights that will help marketers achieve their organisational goals in a more cost-efficient and productive manner.



Where Equinet Academy Plays a Role





Why Training Quality is Essential

Why Training Quality is Essential

Organisations in both the private and public sectors, regardless of types or nature of organization, agree that training and development is essential to the growth and development of the business (Noe, 2002), and an essential human resource development (HRD) function of any organization. (Rajeev et al.2009,272)



Increased Productivity, Profitability, and More

“Employee training has become increasingly important for organisations to improve service quality, decrease labour costs, increase productivity and profitability, and effectively manage workforce diversity.” (Kim, 2006)



Training and Development is an Expensive Investment

“One of the cited reasons for considering training and development as an unnecessary and expensive expenditure is that most of the organisations are unsure of the contributions of training and development toward the organisation’s overall performance due to the lack of evaluation.” (Bramley & Kitson,1994)



Training Needs to Be Transferred into Performance

“Training is of little value to organisations unless it is transferred in some way into performance.” (Goldstein and Ford 2002; Kirkpatrick 2007)

References: <https://www.sciencedirect.com/science/article/pii/S1877042812017028>

Components of Quality Training

The 4 elements that are present in quality training providers, which lead to better post-training performance of learners:

- **Practice and Feedback are Repetitively Implemented (Gagne)** - Instructional design methodologies such as Gagne's 9 Events ensures learning takes place and new concepts learnt are executed with guidance to retain new knowledge.
- **Assessment and Evaluation are Conducted (Kirkpatrick)** - With assessment and evaluation in place, learners can gain more confidence in the knowledge and skills acquired.
- **Training is Delivered by Subject Matter Experts Who Are Also Experienced Facilitators** - Being an expert and imparting knowledge are two different things. Combining both achieves remarkable results.
- **Curriculum, Courseware, and Lesson Plans are Developed by Instructional Design Experts (ADDIE, Kirkpatrick, Gagne)** - Using the ADDIE, Kirkpatrick, and Gagne Models, Equinet Academy continuously optimises the training delivery, curriculum, and courseware for maximum effectiveness.

References:

<https://www.sciencedirect.com/science/article/pii/S1877042812017028>

<https://www.uwb.edu/digital-learning/hybrid-and-online-learning/instructional-design/addie>



“A study* conducted by the Arizona State University found that practice and feedback had the most impact on both learner achievement and attitudes.

Participants who had completed a training programme that included practice and feedback performed significantly better on the post-test than those who did not receive practice and feedback.”

*Participants were 256 freshman and sophomore undergraduate students enrolled in a computer literacy course at a large Southwestern University. The students enrolled in this course had varied background knowledge on computers and were from different majors including education, communication, journalism and others.

Effects of Instructional Events in Computer-Based Instruction



Why Learn at Equinet Academy

Industry Experts + Experienced Facilitators

Active practitioners and industry veterans holding senior roles in Digital Marketing

Learn directly from subject matter experts who are dedicated to sharing their wealth of experience, shortening your learning curve.



ACTA/ACLP-certified and/or have undergone extensive train the trainer programmes

Participate in engaging hands-on practical and live feedback sessions in classrooms, designed to enhance your learning retention.



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

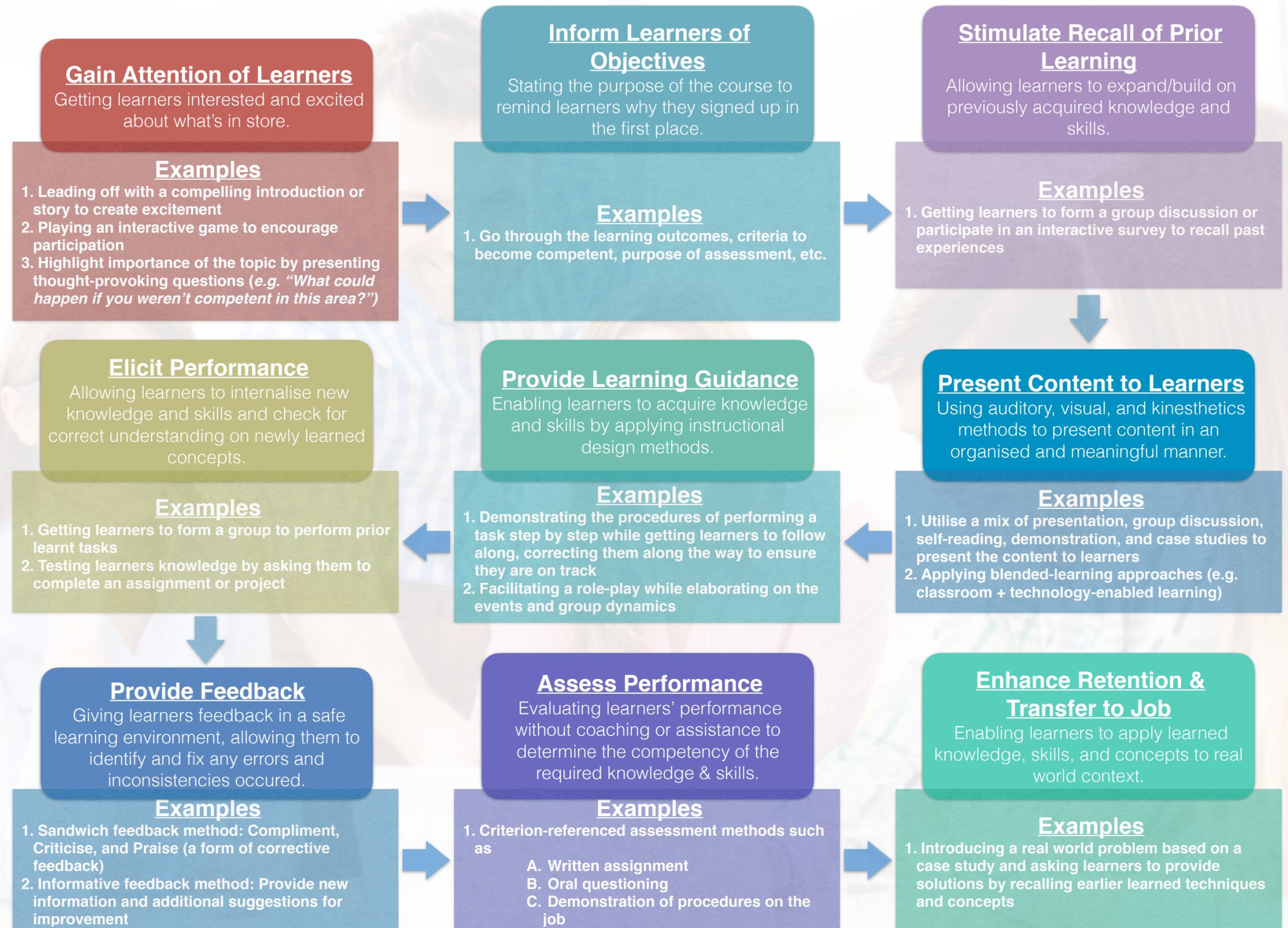
Training Methodologies Applied in the Classroom

Structured Learning

We apply Gagne's 9 Events of Instruction to effectively engage learners and promote better learning in a classroom environment.

Gagne's 9 Events of Instruction:

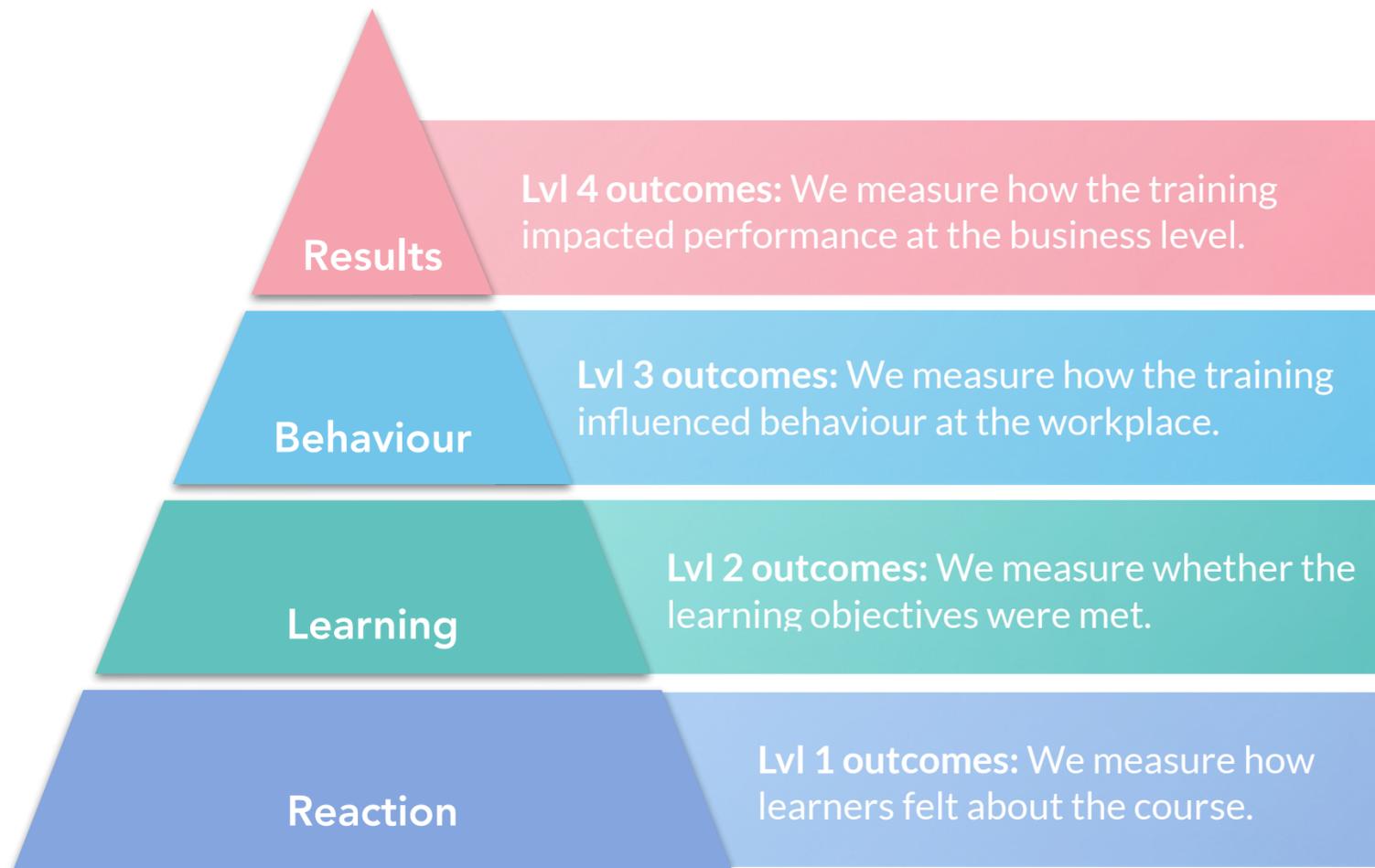
1. Gain attention.
2. Inform learners of objectives.
3. Stimulate recall of prior learning.
4. Present the content.
5. Provide learning guidance.
6. Elicit performance.
7. Provide feedback.
8. Assess performance.
9. Enhance retention and transfer to the job.



Training Evaluation and Optimisation Models

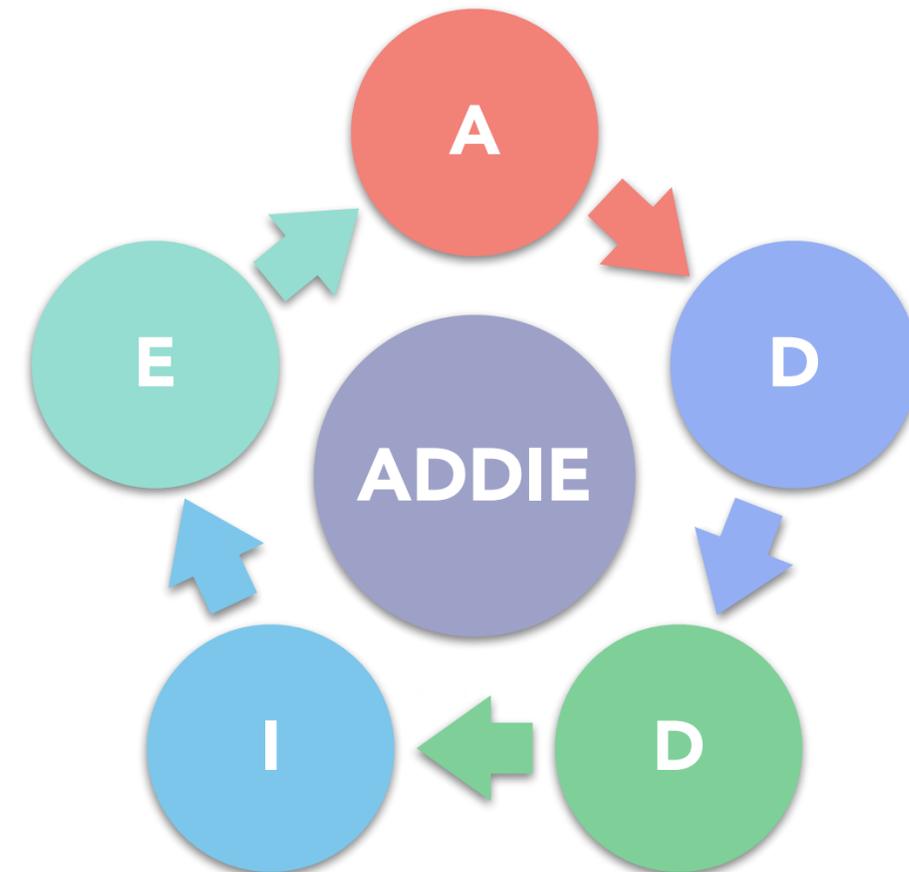
Kirk Patrick's 4 Levels of Learning Outcomes:

1. Reaction
2. Learning
3. Behaviour
4. Results



ADDIE Model - For Curriculum and Courseware Continuous Development and Improvement

1. **Analyse:** Audience, goals, constraints, timelines
2. **Design:** Lesson objectives, activities, content
3. **Develop:** Courseware
4. **Implement:** Training
5. **Evaluate:** Kirk Patrick's 4 Levels



Our Commitment to Client Satisfaction

96.32%

*of trainees would recommend a friend**

95.49%

*of trainees were confident in applying what they have learnt**

4.7/5

average rating from over 2000+ reviews on [MySkillFuture.sg](https://myskillfuture.sg)

**Validated with [TRAQOM](#) (a SkillsFuture Singapore initiative) survey results from 1465 trainees from January 2020 - December 2020*

A photograph of a meeting or presentation. In the foreground, a man in a blue long-sleeved shirt is seen from the back, with his right hand raised. In the background, a man in a dark suit is speaking into a microphone, also with his hand raised. A large screen behind him displays a presentation slide with text and graphics. The scene is brightly lit, and the background is slightly blurred.

What We Offer

Courses

Digital Marketing Core and Elective Course Modules

Core Modules:

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

Elective Modules:

1. WordPress Website Creation
2. Facebook Advertising
3. Google Ads Fundamentals
4. Conversion Rate Optimisation
5. Email Marketing

View all digital marketing courses at:
www.equinetacademy.com/dmc

2-Day Search Engine Optimisation

1-Day Email Marketing

2-Day Digital Advertising

2-Day WordPress Website Creation

2-Day Content Marketing

2-Day Google Ads Fundamentals

2-Day Digital Marketing Strategy

2-Day Facebook Advertising

2-Day Social Media Marketing

2-Day Conversion Rate Optimisation

2-Day Digital & Web Analytics

Welcome to the Learning Portal

Login to access your courses or [join as a member](#) to enjoy membership benefits.

LOGIN

JOIN (FREE)



Digital Downloads Library

Download Digital Marketing Ebooks, Step-by-step Guides, Templates, and more.

[Access Digital Downloads Library](#)



[LEARN MORE](#)

Lifetime Membership. Lifelong Learning.

Gain lifetime access to the online courseware and learning resources via your learning portal membership upon enrolling for each course.



[VIEW EVENTS](#)

Digital Marketing Events

Stay notified of digital marketing events, workshops, conferences, meetups, seminars, and networking sessions in Singapore.



[LEARN MORE](#)

Post-Training Support

Get in touch with us for post-course support should you have any questions or encounter any hurdles while working on your digital marketing campaigns.



Take away actionable strategies, frameworks, and processes you can immediately implement to new or existing campaigns



Gain in-depth insights through exposure to live case studies and real world scenarios



Experience peer to peer learning and advanced facilitation techniques to enhance your learning experience



Shorten your learning curve by tapping on the experience of industry experts



Be part of our community and stay notified of industry events, up-to-date digital downloads and insights

Clients Who Have Benefited

"It has been supremely useful after attending your course, and I was able to help my organisation troubleshoot and bring up the organic search traffic the past few months. Dylan is clearly very knowledgeable -taught with utmost professionalism and offered great insights. The presentation materials were comprehensive and well organised - truly informative and an enriching experience."

Adeline Ng,
Singapore Press Holdings



"Dylan conducted an in-house SEO training for our team in 2016 when we were revamping our website. We're still reaping benefits from his training today - our 301 redirect was successfully executed and our organic traffic continues to grow monthly. Highly recommend him as a trainer and consultant."

Ina,
SingHealth



"Very practical class with frameworks provided. Thank you Walter for this comprehensive and practical content marketing class. I have learnt a lot and am excited to implement what I have learnt in the content marketing strategy for work."

Chin Wanying,
ST Engineering Electronics Ltd



"This 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 Asia Pacific



2. Know Who Your Customers Are



About Equinet Academy

About Equinet Academy

Transforming Marketers for the Digital Economy



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

Up till today, the full potential of Digital Marketing has yet to be fully realised by many companies. It is therefore our mission to train and equip marketing teams with the necessary skills to maximise returns through a vast range of online marketing channels, so they can stay ahead of the competition.

At Equinet Academy, our team of highly qualified professionals have decades of years of experience in their respective industries, and are dedicated to imparting their knowledge to you. We pride ourselves in delivering quality training, implementing instructional design learning methodologies for effective learning.

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.

VISIT

EQUINETACADEMY.COM



Our Clientele

We train industry-leading organisations how to excel in Digital Marketing.

TOTO



NEC



Volkswagen





Training equipment and facilities include:

- ✓ Windows laptops
- ✓ 500mbps internet connection
- ✓ Projectors
- ✓ Flip charts
- ✓ Whiteboards
- ✓ Writing materials (Pens, Markers, Paper)
- ✓ Hexagon-shaped training tables
- ✓ Computer lab chairs
- ✓ Pantry



Training Facilities

We are located at [International Plaza #25-08](#), directly above **Tanjong Pagar MRT**

Welcome to **EQUINET ACADEMY**, a conducive learning environment for acquiring digital marketing knowledge and skills.

Visit EquinetAcademy.com



Transforming Marketers for the Digital Economy. **Skill Up Your Digital Marketing Teams at Equinet Academy.**