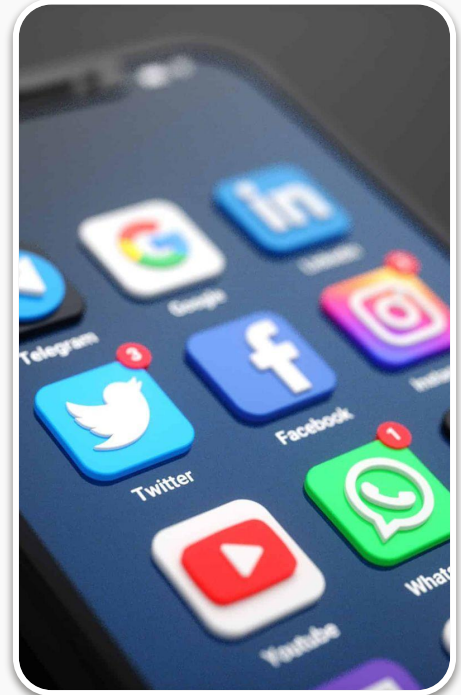
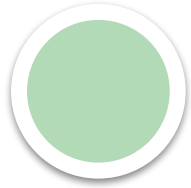


Social Media Marketing

How to Create Sustainable B2B & B2C
Social Media Marketing Campaigns





Course Description



Social media has evolved far beyond its initial conception. From blogs and forums to tech giants like Facebook and TikTok, social media has come to dominate our cultural landscape.

The question is, how do you truly leverage the power of social media?

Suitable for beginning to intermediate level social media users, the course covers both the Art and Science of Social Media Marketing. This engaging, intensive and interactive 2-day Social Media Marketing workshop will equip you with all the frameworks, concepts and tools needed to succeed in social media.

Peppered with practical international and local case studies, role-playing scenarios, demonstrations, and hands-on activities, course participants will learn how to create, grow, and measure the effectiveness of their Social Media Marketing campaigns.



Course Duration

2 Days
9am to 6pm



Learning Mode

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



From \$380.25 (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

VPs and Marketing directors, PR directors, Marcom directors, social media managers, community managers, bloggers, digital marketing executives, PR executives, account managers, account executives, and beginners who need to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.



Course Highlights

In this Social Media Marketing course, trainees will learn how to:

- Assess need for Social Media and select the right social media marketing channels
- Develop a social media marketing plan comprising the six-steps of Discover, Define, Develop, Deliver, Measure and Manage
- Craft an in-depth customer persona, and use it as a base for social media content creation
- Map out their social media marketing goals on a digital marketing funnel, and identify the right KPIs, social media channels and content types for each stage of their customer's buying journey
- Access practical and free online research tools to sharpen their targeting and precision in social media content creation
- Tap on free content tools and techniques to optimise their social media campaigns for both search engines and social media platforms
- Deploy viral storytelling strategies to improve the shareability of their social media content
- Implement the best practices in writing blogs and crafting posts for Facebook, Instagram and LinkedIn
- Establish and monitor the right social media performance and advertising ROI metrics to determine campaign performance and success
- Plan and sustain their social media content calendars and activities through developing a content calendar and deploying scheduling tools
- Manage day-to-day social media activities to grow their online communities, engage members, sustain relationships, and foster brand loyalty and advocacy

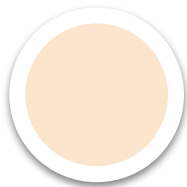
Course Objectives

By the end of the class, trainees will be able to:

- Select the right mix of social media platforms for an organisation to engage clearly defined audiences to achieve a set of marketing objectives
- Implement research methods through the use of social media tools to discover social media opportunities and identify any gaps
- Plan a comprehensive social media strategy involving the building of a customer avatar and matching of social media marketing goals to customer objectives
- Propose the most effective social media campaign activities for each channel, based on the best practices in content creation and management
- Evaluate and determine the most suitable social media content types, styles and modes of delivery across the different social media platforms
- Demonstrate ability to interpret social media marketing results and navigate social media analytics tools
- Design and implement a social media Community Management Plan to deal with audiences at the different stages of brand engagement



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Content Strategy** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Social Media Marketing course assessment and achieved at least 75% attendance.



Course Outlines

The Fundamentals of Social Media (Discover)

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

Introduction to social media marketing

- What is social media marketing
- Trainees to introduce themselves and goals in SMM

How to optimise your social media profiles/ feeds

- Facebook
- Instagram
- TikTok
- LinkedIn
- YouTube

How to choose the right social media channels

- Audience Profiles
- Trends in Media Usage
- Tone and Style
- Visuals (Images & Videos)
- Copywriting
- Frequency and Timing

Course Outlines

Planning a Social Media Strategy (Define)

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

Create Customer Avatar

- Demographics
- Psychographics
- Purchase Patterns
- Pain Points
- Online Behaviours

Research Tools to discover opportunities

- Google Trends
- Ubersuggest
- Keywordtool.io
- And more

Set SMART Social Media Marketing Goals

- Conduct social media audit
- Research competitors
- Establish goals: Awareness, Consideration, Conversion or Loyalty
- Map four stages into a campaign
- Build a Social Media Content Matrix

Course Outlines

A Planned Approach to Developing Social Media Content (Develop)

Instructor-led | Mode of Delivery (Demonstration & Practical Application, Class Discussion)

Social Media Content Strategies

- Tips and Tricks
- How Tos
- Day-in-the-Life
- Walkthroughs (Event, Product, Service)
- Unboxing
- Customer Stories
- Polls, Stickers, and Questions / Answers
- Tools (e.g. Canva, Crello, InVideo)

Social Media Content Framework

- 8 Hooks of Social Ads
- 3 Part Ad Copywriting (Molly Pittman)
- AB Hook Formula
- GREAT Formula (videos)
- 4 Rs Framework
- Four Blocks Framework (video series)
- Optimising Videos
- Optimising Images

Social Media Content & Resource Planning

- Social Media Content Mix
- Content Calendar - What To Include
- Incorporating Content/ Campaign Themes
- Social Media Scheduling Tools (eg Hootsuite, Buffer, Later)

Course Outlines

Amplify Social Media Content (Deliver)

Instructor-led | Mode of Delivery (Demonstration & Practical Application, Class Discussion)

How to Create Contagious Content

- Social Currency
- Triggers
- Emotions
- Practical Value
- Public Visibility
- Storytelling
- Newsjacking / Trendjacking

Working with Influencers

- How to Choose the Right Influencer
- Levels of Influence
- Evaluating Influence (eg HypeAuditor, Social Blade)
- ABCC of choosing right influencers

Social Media Advertising

- Boosting Posts (Facebook, Instagram, LinkedIn, YouTube)
- Brief walkthrough of various social ad tools (key features)

Course Outlines

Social Media Analytics and Reporting (Measure)

Instructor-led | Mode of Delivery (Demonstration & Practical Application, Class Discussion)

How to Measure Social Media Performance

- 4 Stages of Social Media Performance Metrics
- 4 Stages of Social Advertising & ROI Metrics
- Social Media Ad Benchmarks
- Facebook Insights Walkthrough
- Facebook Ads Manager Walkthrough

Social Media Community Management (Manage)

Instructor-led | Mode of Delivery (Demonstration & Practical Application, Class Discussion)

Social Media Engagement Ladder

- Awareness: How to Grow Your Followers / Fans
- Consideration: How to Deepen Engagement
- Conversion: How to Drive Leads & Sales
- Loyalty: How to Build SuperFans / Lifetime Customers

5-Step Plan to Managing Negative Feedback

- Familiarise with the FEARS framework for managing online crises
- Craft a suitable plan to respond to negative feedback

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



Trainer Bio **Walter Lim**



Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.



Why Learn with Equinet?



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, and guides. 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\$380.25
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$575.25
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$380.25
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$575.25
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25

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



“The Social Media Marketing course has allowed me to expand my knowledge of the respective social media platforms and to utilise the functions within each platform to its fullest capacity.

Walter is an amazing teacher and has patiently guided the class along the past 2 days with his knowledge and as a subject expert.”

Amanda Liu, *Safra National Service Association*



“This course gives one the confidence to manage your own social marketing strategy, understand the terminology and tactics used for digital marketing strategy, as well as how to analyse whether your strategy is effective. Would not hesitate to recommend this course to others. It is hard to find a training course that is willing to provide a refresher course and assistance even after the course has ended.”

Sherry T

Trainee Testimonials



“As someone who used to work in communications (several years ago) and a personal social media user, this was a great refresher and training for new skills I didn’t use when I was still in the industry. I’ve also learned a lot of useful tips for my future personal business.”

Pok Hsiu Mei, Angela



“Equinet provides concise, relevant courses delivered in a friendly and engaging manner. If you manage your own social media or do not know where to begin, this is a great course to help you grow and improve. It is full of tips for whatever stage of your social media journey you are at.”

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.

Social Media Marketing



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Strategy | Course Code: TGS-2018503498 | Registry Period: 01 Jan 2019 - 24 Oct 2024