



Course Brochure

# WSQ Social Media Marketing Course

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Develop and Implement Sustainable  
Social Media Marketing Campaigns

*Choose from online-based or face-to-face classroom learning modes*

# TABLE OF CONTENTS

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## Course Overview

Course description, objectives, target audience, course outline, etc.



## Why Learn at Equinet?

Clients and testimonials, key features.



## Course Information

Course fees, course schedules, and FAQs



WSQ SOCIAL MEDIA MARKETING

# COURSE OVERVIEW

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# SOCIAL MEDIA MARKETING COURSE

Develop and Implement Sustainable Social Media Marketing Campaigns



THIS COURSE IS

## ACCREDITED BY:



This course is accredited by SSG under the WSQ Skills Framework ICT-SNM-4004-1.1 Content Strategy

**CRS No.: CRS-Q-0034749-ICT**



### Course Duration

16 Hours



### Mode of Delivery

Online-based or Face to Face Classroom



### Course Fee

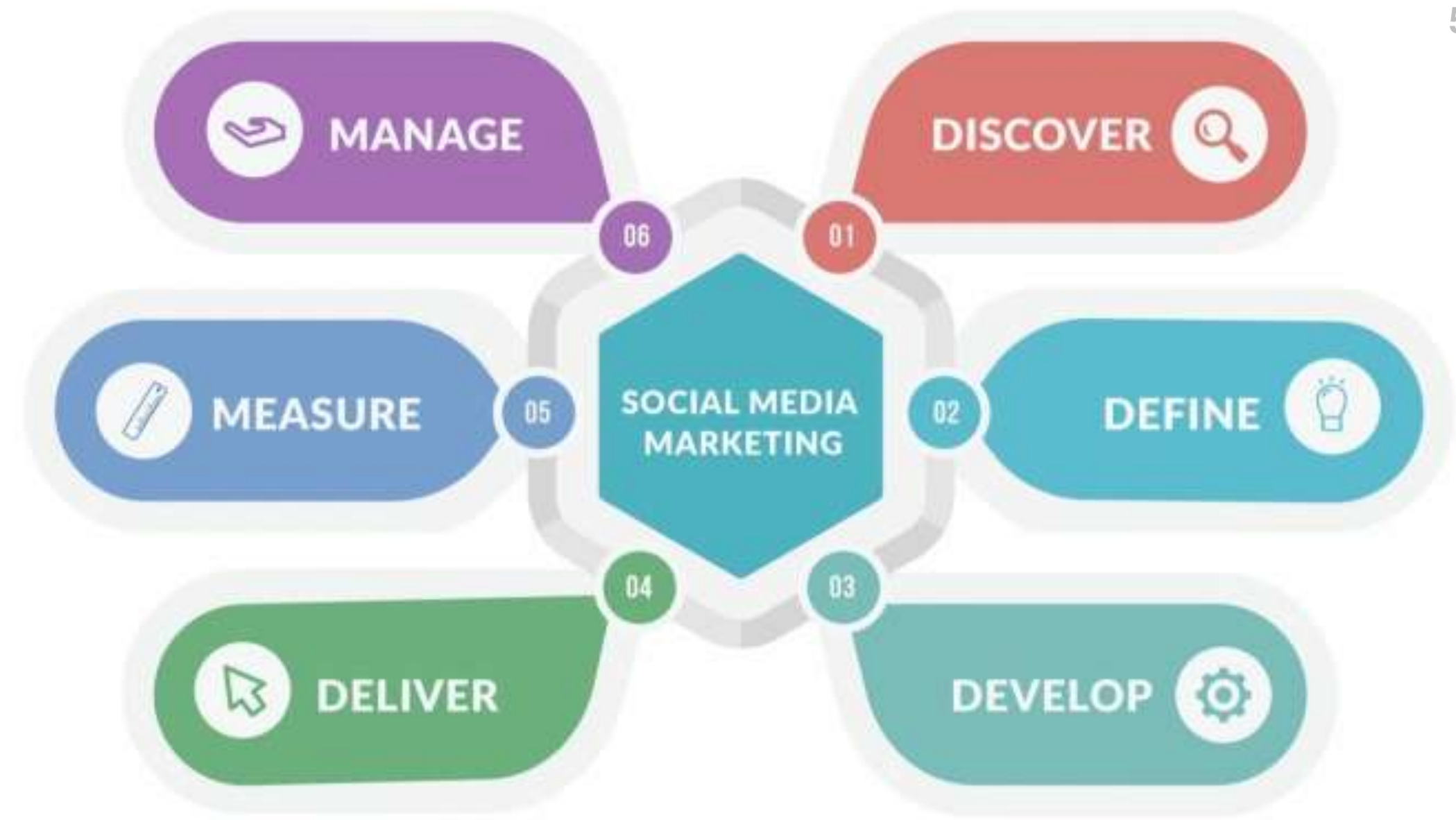
**\$888**

From **S\$88.80** After 90% SkillsFuture Funding

WHAT IS THIS COURSE ABOUT?

# Course Description

Do you know that over 83% of Singaporeans are on Social Media each day? Or that we spend over 2 hours a day on all Social Media Channels? That's more than twice the global average of 26% and slightly more than the world average of 2.0 hours spent a day.



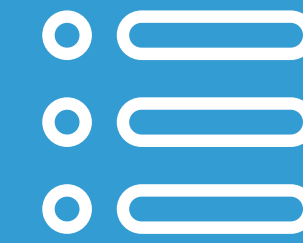
From Facebook, Instagram, LinkedIn and YouTube, to blogs, forums, Pinterest and SnapChat, social networks have dominated our cultural landscape. While most of the major brands have a robust social media presence, start-ups, SMEs and even individuals have started to build their own brand presence on social media. How can you or your business tap on to this growing trend?

This fun yet intensive and interactive 2-day Social Media Marketing workshop will equip you with the frameworks, concepts and tools needed to succeed in social media. Suitable for beginning to intermediate level social media users, the course covers both the Art and Science of Social Media Marketing. Conducted by an experienced marketer and social media veteran, it will include a mixture of team exercises, brainstorming sessions and individual practice. Peppared 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.



## 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 anybody who needs to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.



## Prerequisites

Participants are required to be able to perform basic tasks on social media platforms, i.e. Facebook, such as navigating profile pages and posting social media content.

**Face-to-face classroom learning mode:** Each participant will be provided a windows laptop for the duration of the course. Participants may however opt to bring their own laptops.

**Online-classroom learning mode:** Personal computer, stable internet connection of at least 10mbps, webcam, microphone, video conferencing platform, and other logistical requirements outlined in the [Online-based Classroom Learner Guide](#).

# COURSE HIGHLIGHTS

In this course, you will learn:

- ✓ 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 this end of this course, you will:

- ✓ Assess need for Social Media and select the right social media marketing channels
- ✓ Create detailed customer avatar to determine most suitable social media content types, styles and modes of delivery
- ✓ Choose right social media content objectives and construct social media content storyboard
- ✓ Evaluate and consider suitable social media content storytelling tactics and tools
- ✓ Plan and sketch content for one long-form and one short-form social media channel
- ✓ Demonstrate ability to use Facebook Ads Manager to create Ads with the right marketing elements
- ✓ Analyse and Interpret Social Media Analytics
- ✓ Design and Develop Social Media Community Management Plan



# COURSE OUTLINE

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## DISCOVER SOCIAL MEDIA MARKETING FUNDAMENTALS

Instructor-led | Lecture, group discussion, didactic questioning, demonstration

- ▷ Understand how YouTube, Facebook, Instagram and LinkedIn work
- ▷ Pros and cons of four social media marketing channels
- ▷ Select right-mix of social media channels for a case study

## DEFINE SOCIAL MEDIA MARKETING STRATEGY

Instructor-led | Lecture, drill and practice, group discussion, group presentation, group project work, didactic questioning, demonstration

- ▷ Create an in-depth customer avatar to determine the most suitable social media content types, styles, and modes of delivery
- ▷ Learn various online research tools to improve social media content development
- ▷ Establish social media marketing goals
- ▷ Map out customer journey using digital marketing funnel
- ▷ Formulate social media content storyboard as a planning tool

# COURSE OUTLINE (CONT...)

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## DEVELOP SOCIAL MEDIA MARKETING PLAN

Instructor-led | Lecture, drill and practice, group discussion, group presentation, group project work, didactic questioning, demonstration

- ▷ Viral storytelling strategies to accelerate social media content performance
- ▷ How to optimize your YouTube channel and videos for better search and social traction
- ▷ Best practices in LinkedIn content creation, including algorithmic considerations
- ▷ Best practices in Instagram content creation and optimization
- ▷ Best practices in Facebook posts and ads, including the 6 hooks to trigger responses and design optimization

## DELIVER SOCIAL MEDIA MARKETING CAMPAIGN

Instructor-led | Lecture, drill and practice, group discussion, group presentation, group project work, didactic questioning, demonstration

- ▷ Analyse the best practices in Facebook Advertising and apply these principles
- ▷ Set the right Facebook Ad Campaign to optimize performance
- ▷ Build Ad Set with the best targeting options
- ▷ Incorporate the best practices in copy, visuals and Call To Actions (CTA)

# COURSE OUTLINE (CONT...)

## MEASURE SOCIAL MEDIA MARKETING PERFORMANCE

Instructor-led | Lecture, drill and practice, group discussion, group presentation, group project work, didactic questioning, demonstration

- ▷ Interpret and understand social media performance and advertising ROI metrics
- ▷ Read and Interpret social media performance metrics
- ▷ Read and interpret social media advertising and ROI metrics
- ▷ Optimize their social media content and ads based on analytics

## MANAGE SOCIAL MEDIA COMMUNITIES

Instructor-led | Lecture, drill and practice, group discussion, group presentation, group project work, didactic questioning, demonstration

- ▷ Best practices in creating a social media content calendar
- ▷ Suggested frequency and management tools
- ▷ Strategies to grow, engage, sustain and foster advocacy in social media communities

## ASSESSMENT COMPONENT

- ▷ Individual Project Work
- ▷ Case Study (Written Assessment)

# WSQ SOCIAL MEDIA MARKETING CERTIFICATION

WSQ Statement of Attainment & Certificate of Completion

A SkillsFuture WSQ Statement of Attainment (SOA) - ICT-SNM-4004-1.1 Content Strategy under the National Infocomm Competency Framework (NICF) and Certification of Achievement by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Social Media Marketing assessment and achieved at least 75% attendance.



COMPLETE 6 DIGITAL MARKETING CORE MODULES TO BECOME A

# CERTIFIED DIGITAL MARKETING STRATEGIST

Certified Digital Marketing Strategist (CDMS) Programme

## Modules



# WALTER LIM

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Founder of the content marketing agency [Cooler Insights](#), Walter has 29 years of leadership experience in content & social media marketing, PR, strategy, and industry development. In 5 years, he and his associates helped almost 60 companies to improve their online marketing efforts.

A course developer and content marketing and social media marketing trainer at Equinet Academy, Walter has trained over 2,200 individuals in online and offline marketing.

Appointed to be a council member of the Media Literacy Council (led by IMDA Singapore) from 2016 to 2020, Walter is a juror for the Mumbrella Asia Awards 2017, 2018 and 2019. Prior to that, he was a judge for the Singapore Blog Awards for 5 consecutive years. A business influencer in social and digital media, Walter spoke at multiple conferences on topics such as branding, public relations, digital marketing, and social media marketing.

A prolific writer, Walter has written for Social Media Today, Outbrain, Duct Tape Marketing, Outbrain, Startup Nation, Spin Sucks, Marketing magazine, Tweak Your Biz, Tech In Asia, The Right Fit, Marketing Insiders, e27 and Yahoo! News, and was featured on The Straits Times, TODAY, Power 98 and 938Now, Money 89.3 FM, Young Upstart, Ikiguide and The Content Guy.



## Trainer Profile

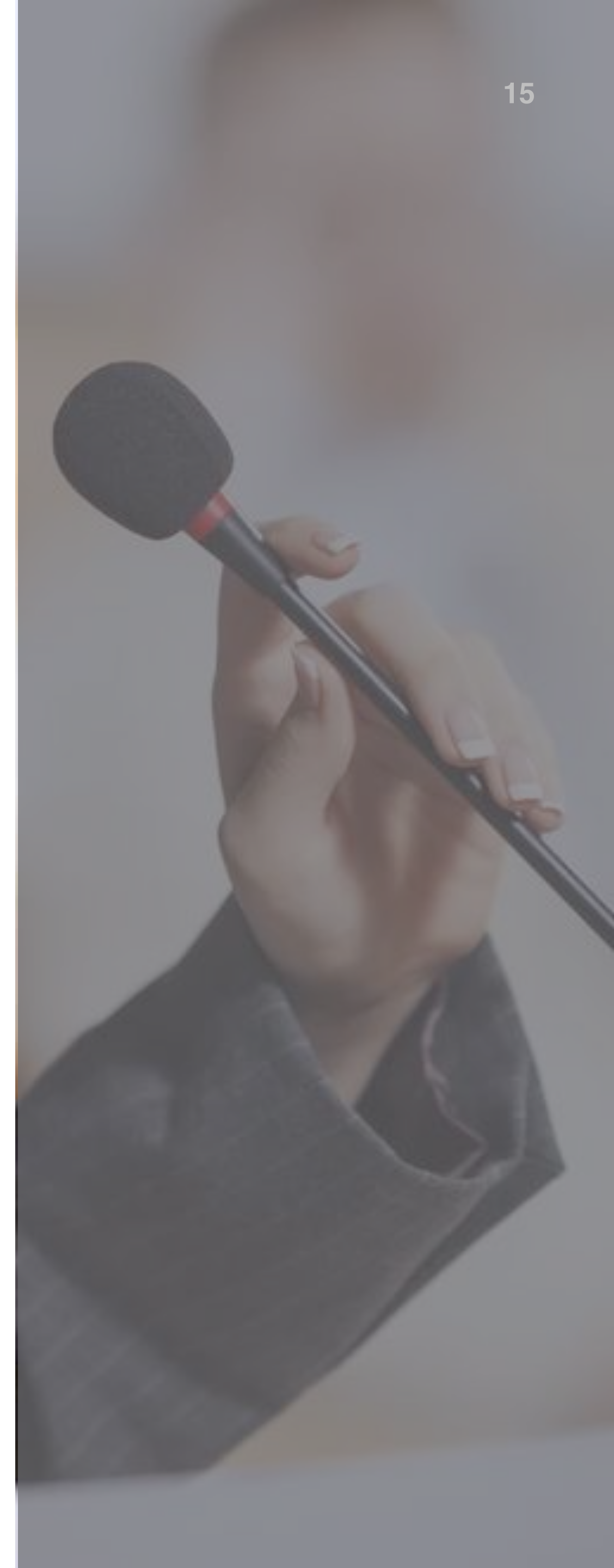
# WALTER LIM (CONT...)

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Cooler Insights' clients cover government agencies, MNCs, public listed companies, and SMEs. They include the Pan Pacific Hotels, PARKROYAL Hotels, Crabtree & Evelyn, Hwacheon Machine Tools Asia, SPH, NTUC First Campus, Jurong Point, Bosch, Adval Singapore, Coca-Cola, Specialist Dental Group, Gleneagles Penang Hospital, Mount Elizabeth Medical Centre, Ministry of Communications and Information, People's Association, IDA Singapore, Ecolab, Real Estate Doc, Kaplan, Best Electricity and many more.

### **Other Achievements:**

- ⇒ Advanced Certificate in Training and Assessment (ACTA) certified trainer
- ⇒ Member of Media Literacy Council from August 2017 to July 2018 (IMDA)
- ⇒ Member of Jury for Mumbrella Asia Awards 2017
- ⇒ Judge for Singapore Blog Awards for 5 years (SPH)
- ⇒ Vice Chairman of the Association of Singapore Attractions (ASA)
- ⇒ Board Governor for Army Museum
- ⇒ Whole Of Government (WOG) team member for social media initiatives
- ⇒ Member of the Industry Skills and Training Council (WDA)
- ⇒ Member of Productivity Steering Committee (STB)
- ⇒ Member of PS21 EXCEL Committee (Public Sector Wide)
- ⇒ Judge for Businesses for Families and Tourism Awards (MSF)





WSQ SOCIAL MEDIA MARKETING

# WHY LEARN AT EQUINET?

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OUR CLIENTELE

# COMPANIES WHO HAVE ATTENDED OUR COURSES

**TOTO**



**NEC**



Volkswagen



Defining Tomorrow's Medicine



National Trades Union Congress

**ENJOY**

## COMPLIMENTARY REFRESHER

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Re-attend the course, free of charge. Up to 1 complimentary refresher for up to 1 year after the last date of the course attended.\*

\* Refresher seats are specially allocated for refresher trainees and are non-participative. Refresher trainees may opt to take up participative seats subject to availability.

**GET**

## HANDS-ON

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Retain knowledge better through practice and feedback. We apply instructional design methodologies such as Gagne's 9 Events of Instruction to enhance your learning and retention.

**ACCESS**

## POST-TRAINING SUPPORT

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The post-training support programme is available to past trainees who have successfully completed the course. It serves as a consultation to address any hurdles faced while implementing the strategies and tactics shared during the course on real world campaigns. Contact your course trainer directly via email.

**COMPREHENSIVE AND**

## STRUCTURED CURRICULUM

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Course modules are designed to build on the foundations, gradually leading up to the main course, and finally reinforcing the concepts learned through practice and feedback.

CURRICULUM AND COURSEWARE ARE  
**UP-TO-DATE**

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Our curriculum developers who are in charged of keeping the curriculum and courseware up to date are active practitioners and experts in their respective fields.

DEVELOPED AND DELIVERED BY  
**INDUSTRY EXPERTS**

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Our team of digital marketers are passionate individuals dedicated to imparting their years of knowledge and experience to our learners.

REALISTIC,  
**REAL-WORLD  
PRACTICAL SETTING**

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Shorten your learning curve through real-world case studies and practical examples.

GAIN  
**LIFE-TIME ACCESS TO  
COURSE MATERIALS**

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Worried your course materials accessed a year ago have become outdated? Fret not, signing up for this course gains you life-time access to the course materials via our learning management system.

EXPERIENCE

**MODERN TRAINING  
FACILITIES**

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Our training rooms are equipped with laptops, 500mbps internet connection, hexagon-shaped cluster seating, and comfortable swivelling chairs, providing you a cozy yet open learning environment.

TAKEAWAY

**ACTIONABLE  
STRATEGIES**

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Takeaway actionable strategies, frameworks, and processes you can implement to new or existing campaigns.

WHAT OUR TRAINEES SAY ABOUT OUR COURSE

# TESTIMONIALS

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## Louis Lye

FITBIT

*“Extremely likely to recommend to friends because it is easy to understand, systematic processes and tools illustrated. This course is highly recommended for both practitioners and senior leaders who may have in house teams or outsourced vendors doing digital marketing.”*

## Cara Yin

AUDIO-TECHNICA (S.E.A.) PTE LTD

*“Equinet’s social media marketing course introduced me to many useful tools and skills that are relevant to my social media marketing goals. Walter was also friendly, easy to talk to and easy to understand.”*

## Allyce Lee Ooi Hui

NANYANG POLYTECHNIC

*“The examples shared and resources are really really helpful. For a beginner like me, some of the hands-on may seem difficult to grasp however with the resources shared, I trust that they will greatly aid in my attempt to implement social media marketing if need be. Furthermore, Walter is really friendly and approachable and most importantly, he is willing to share his contact so that we can always ask him regarding any SMM problems. The staff at the front desk were also very friendly and polite. Well done team!”*

## Yee Wah

PANASONIC SYSTEM SOLUTIONS ASIA PACIFIC

*“Very useful information and good knowledge to take away, especially for a beginner like myself. Will definitely recommend this course to my colleagues and friends!”*

WHAT OUR TRAINEES SAY ABOUT OUR COURSE

## TESTIMONIALS (CONT...)

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### **Cheung Zhimin Eunice**

FUJIFILM ASIA PACIFIC

*It is a great course to help refresh and educate marketers on the new skills. Walter is great and interesting by sharing real life examples. As a marketing coordinator, it has given me more confidence to manage my organisation's social media accounts. Thank you!*

### **Alicia Lau Zhi Jun**

*Great hands-on, practical examples and work (very important) and knowledgeable trainer— great slides as well! Having researched a few other digital marketing courses, many focused on theory but lacked in practical exercises. I picked Equinet primarily because they were able to meet my expectations on this— and I am definitely not disappointed! Great course!*



WSQ SOCIAL MEDIA MARKETING

# COURSE INFORMATION

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# COURSE FEES & SCHEDULES

## COURSE FEES

	Singaporean Citizen	Singaporean PR
Company-Sponsored (Non-SME)	\$648	\$648
Company-Sponsored (SME)	\$88.80	\$88.80
Self-Sponsored (21 - 39 years old)	\$648	\$648
Self-Sponsored (Above 40 years old)	\$88.80	\$648

### Original course fee: \$888

Fees can be further offset by [SkillsFuture Credit](#) for Singapore Citizens aged 25 and above. Singapore Citizens aged 21 to 31 may also offset fees with the [Post Secondary Education Account Funds](#) for self-sponsored.

Check [eligible grant amount](#) and nett payable course fees via the [grant calculator](#).

## COURSE SCHEDULES

**Course Duration:**  
2 Days (9am – 6pm)

View Available Course Dates via  
[www.equinetacademy.com/courses/social-media-marketing-smm-course-registration](http://www.equinetacademy.com/courses/social-media-marketing-smm-course-registration)

# FAQs

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## + What is the difference between online classroom and face-to-face traditional classroom?

Typically, in a traditional classroom, classes are conducted with 1 trainer to 20 - 25 learners in a cluster or classroom seating format. Group discussions, group presentations, lectures, peer-to-peer coaching are all conducted face-to-face (in person).

In an online-based classroom, lessons will be delivered via a video conferencing software. Lectures will be conducted via screensharing, while group discussions and group brainstorming will be conducted via "breakout" rooms (individual virtual rooms) to split up discussions into smaller groups.

Read the [Online-based Classroom Learner Guide](#) for a more detailed comparison on both formats.

## + What is Social Media Marketing exactly?

Social media marketing (SMM) is a form of digital marketing that focuses on using social networking websites like Blogs, Facebook, LinkedIn, YouTube, Instagram, Twitter as marketing channels.

One of the goals of social media marketing is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

Typically, social media marketing campaigns focuses on three main areas:

Establishing a social media presence on major platforms

Creating shareable content

Cultivating customer relationships

Social media marketing covers a wide range of activities targeted at growing one's online influence. It can be anything from starting a blog, participating in an online forum, to online community management of Facebook pages, sharing of stories on Instagram, and producing of infographics.

Related article:

[What is Social Media Marketing and How to Do It?](#)



## FREQUENTLY ASKED QUESTIONS

## FAQs (CONT...)

### + How is this course different from other social media marketing courses in the market?

This course provides you with bite-sized, yet comprehensive and actionable social media marketing strategies and tactics that you can implement right after the course, unlike other Diploma and certification courses which are packed with assignments and require long-term time commitment. Beyond this, it'll also be conducted by a highly experienced social media marketing professional.

At Equinet Academy, we are committed to delivering quality training:

- We provide you with life-time access to up-to-date course materials (learner's guide, slides, templates, and other training resources) via the [learning portal](#).
- You will not sit through hours and hours of dry and tormenting lecture. Instead, you will experience instructional design learning methodologies such as discussions, group project work, interactive quizzes, and hands-on implementation of the concepts learnt.
- You will be guided by an experienced professional in the field of social media marketing, who will be able to provide you with actionable advice and costly mistakes to avoid, thus shortening your learning curve.
- You will be provided with [additional support](#) after attending the course.

### + What is the difference between this Social Media Marketing course and other courses offered by Equinet Academy such as the Facebook Advertising course?

The Social Media Marketing course looks at both the Art and Science of social media marketing. It covers the entire range of marketing goals which you may have - from awareness building, lead generation, community cultivation to triggering conversions online.

As an intermediate-level social media marketing course, it includes specific strategies and tactics to rule on Facebook, LinkedIn, Instagram and blogs, and incorporates viral storytelling and creative tactics that you can use.

This will be useful for marketers and publicists who need to know a broad range of strategies and tactics across multiple social networks, and are charged with the duty of producing content and managing communities online.

The [Facebook Marketing and Advertising Course](#) focuses mainly on paid advertising via Facebook Business Manager. Though there will be a small module on setting up a Facebook Ad in this social media marketing course, it will not be as comprehensive as the Facebook Advertising course. This is so that more time can be allocated to other social media platforms and on how to develop a holistic social media marketing strategy.

The [Content Marketing course](#) focuses on the strategy and planning of content development and content amplification tactics through a variety of digital channels such as search, social, and paid.

Unsure which course best suits your needs? Take our [3-question survey](#) to get course recommendations.

## FAQs (CONT...)

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### **+ Isn't it possible to sign up for an online Facebook Blueprint Certification or other eLearning social media courses?**

The value of a practical and get-your-hands-dirty course like ours is that you will actually be drilled on the use of specific tools and techniques during the programme. This means that you'll literally be trained on how to apply different social media marketing frameworks in your campaigns, coached on troubleshooting (if any), and equipped with both knowledge and actionable skills that you can use.

For trainees that do not use social media on a regular basis, this course will help you to gain confidence in applying specific techniques in your campaigns, as well as to circumvent any mistakes that could be made by newbies to social media.

### **+ Is social media marketing relevant for me if I have a B2B business?**

Yes it is. Many B2B brands are active on social media, and they've used social media marketing to build their brand awareness, engage customers and provide better customer service. Examples include Adobe, Intel, Caterpillar, GE, HootSuite, and many more. As part of the course, we will be looking at B2B examples of companies that have used social media to build their brands, generate leads, and trigger sales.

### **+ If I have specific questions relating to my social marketing campaigns, can I consult the trainer?**

Yes of course. You may consult the trainer who'll be happy to provide advice in any areas of your campaigns - from content messaging and copywriting, designing of visuals, using of the tools, to reading of your campaign analytics during and after class.

## FREQUENTLY ASKED QUESTIONS

# FAQs (CONT...)

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## + Do I have to prepare anything before attending the course?

For the practical session of this course, you will need to set up a Facebook account. Course materials, a Windows laptop, and WIFI connection will be provided. You may wish to bring a notebook to take notes and a jacket as the room may be cold.

## + Are there any funding or government subsidies for this course?

Yes, please see fees and funding in the next section or use the [funding calculator tool](#).

## + How do I sign up?

Simply [click here to sign up](#) for this course via the online course registration form.

Once we have received your registration details and payment, we will send you instructions on how to apply/claim funding (if eligible) via email.

Upon completion of payment and funding applications, your seat will be confirmed and we will see you in class!

## + I'm still unsure whether this course can help me meet my objectives.

If you're unsure which courses can best help you meet your objectives, you may want to check out our [Course Selection Diagnostic Tool](#) and answer 3 questions to determine a suitable course for your needs.



## WSQ SOCIAL MEDIA MARKETING

*Up to 90% SkillsFuture Funding (From \$88.80 after subsidies)\**

**SIGN UP NOW**

*Choose from online-based or face-to-face classroom learning modes*

**[\\*www.equinetacademy.com/social-media-marketing-training-course](http://www.equinetacademy.com/social-media-marketing-training-course)**