

# WSQ Social Media Marketing (SMM) Training Course

*How to Create Sustainable B2B and B2C Social Media Marketing Campaigns*

# Course Highlights

In this Social Media Marketing course, participants 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 optimize 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

## Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Work on your own website's SEO campaign with guidance from the trainer in class
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern [training facilities](#) with laptops provided
- Lifetime access to updated online course materials via the [learning portal](#)
- [After-training support](#) provided
- Complimentary refresher course within one year post training

# 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.

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 Objectives

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

- 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

## Certification

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.

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



## 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.

## Prerequisite

Basic computer knowledge. **Each participant will be provided a windows laptop** for the duration of the course. Participants may however opt to bring their own laptops.



## Course Outline

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## Discover Social Media Marketing

Instructor-Led | Lecture, games, group discussion, group presentation, demonstration and modelling

- What is Social Media Marketing?
- Analyse the benefits and drawbacks of the four main social media channels: Blog, Facebook, Instagram, and LinkedIn
- Select the right mix of social media marketing channels for a specific industry (case study)
- Examples of branded content and social media marketing campaigns

## Define Social Media Marketing Strategy

Instructor-led | Lecture, demonstration and modelling, drill and practice, brainstorming, group discussion, group presentation, didactic questioning, open class discussion

- Understanding customer pain points, purchase behavior, and psychographics
- Creating a customer avatar
- Conducting competitive analysis
- Defining social media marketing objectives
- Selecting social media channels based on the objectives
- Determining relevant and appropriate content types
- Understanding social media metrics
- Defining social media marketing KPIs to measure success

## Develop Social Media Marketing Strategic Plan

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

- Crafting social media content: Social media copywriting, visual content, and keyword research content tools
- Viral social media storytelling strategies (STEPPS, Newsjacking)
- Best practices in blogging, Facebook, Instagram and LinkedIn posts
- Developing a social media content plan
- Social media marketing strategies for B2B and B2C industries

## Deliver Social Media Marketing Campaign

Instructor-led | Lecture, demonstration and modelling, drill and practice, case study, didactic questioning, group brainstorming, group presentation, group project work

- Setting up a social media marketing campaign with a determined objective based on a case study
- Delivering social media promotions
- Lead generation with social media
- Creating a landing page for generating leads through social media
- Facebook marketing (Facebook Pages, Facebook Ads, Facebook Posts)

## Measure Social Media Marketing Performance

Instructional-led | Lecture, group discussion, didactic questioning, demonstration and modelling, games, class discussion + debate, drill and practice

- Interpreting and understanding social media performance and advertising ROI metrics
- Reading and interpreting social media performance metrics on Facebook Insights
- Reading and interpreting social media advertising and ROI metrics on Facebook Ads Manager
- Optimising social media content and ads based on analytical insights

## Manage Social Media Communities

Instructional-led | Lecture, group discussion, didactic questioning, demonstration and modelling, games, class discussion + debate, drill and practice

- Creating a social media content calendar
- Adopting the right social media content frequency
- Influencer marketing (social media)
- Implementing strategies to optimise social media communities (Recruit members, Engage members, Sustain community, Foster loyalty and advocacy)

## Assessment Component

- Individual Project Work
- Short Answers/Structured Questioning (Written Assessment)



# Testimonials

## 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!"*

## 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."*

## Mohammed Izwan:

*"Mr Walter was great. First class trainer. The lessons were insightful and beautifully delivered. Will advocate Mr Walter's lessons and courses."*

## Samson Oh – Asia Fusion Technology Pte Ltd:

*"Walter has a lot of experience and willing to share. Extremely helpful and down to earth"*

## Tay Mia Li – Nanyang Polytechnic:

*"Walter is very knowledgeable! Lessons are well-conducted and easy to understand!"*

## Hakim Yusof – People's Association:

*"Walter is very knowledgeable in this field. He gives many good examples in the industry and we can relate easily."*

## June Tay:

*"I would recommend this to friends who don't have knowledge of social media as it will give them a good understanding of various platforms available and how ROI can be tracked. Walter is good at interacting in the class and getting us engaged. He gave many good ideas related to attendees who are from different companies so we can relate to actual accounts and examples. Enjoyed myself thoroughly!"*

## Ng Gi Gi – Movement for the Intellectually Disabled of Singapore (MINDS):

*"Likely to recommend this course to my friends because I need more help to manage social media in the company, people need to know social media before giving impossible quota, and it's really useful. Thank you for all the resources and advices! They are great as they have been tested out before and works (by lecturer.)"*

**Glen Wong –TRUMPF Pte Ltd:**

*“Extremely likely to recommend to friends because the approach to measure the campaigns were extremely helpful. Trainer is very knowledgeable and approachable. He always manages to bring the message across. He shares advice readily.”*

**Kelvin Yew –Ministry of Education HQ:**

*“Practical and up-to-date practices for SMM related work. It has been an engaging and interactive lesson/workshop for the last two days. Walter is generous to share his insights and tips with us. Much appreciated!”*

**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.”*

**Lee Zheng Wei – POLWEL Co-operative Society Limited:**

*“Walter is very knowledgeable and clear in this teaching. He has intensive industry knowledge which is a great source of reference during the class.”*

**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!”*

**Tony Pujara – Kerluxe AG:**

*“Yes, extremely likely to recommend this course to my friends. Walter is an entertaining and very experienced social media marketing expert. The course was highly informative and worth every penny! Looking forward to another course!”*

**Rika Lie – Singapore Tourism Board:**

*“This training is good and useful. It’s also relevant for my work. Thank you.”*

**Patrick Seng – Republic Polytechnic:**

*“Highly skilled trainer! Mr Walter Lim is a very engaging and knowledgeable trainer!”*

**Lee Hwei Hoon:**

*“The content coverage is great and the lesson is very well developed. There are excellent resources online and the fostering of peer support and learning in class and in the to-be-formed whatsapp group is an added bonus”*

**Ariff Reza – Ministry of Home Affairs:**

*“Walter is a good instructor who gives sound advise on doing Social Media campaigns. It can be seen that he has a lot of experience in the field.”*

**Fiona Giam – JBS International College Pte Ltd:**

*“Walter has good knowledge of Social media marketing. It is a good comprehensive course with ample examples, exercises, and tools. I would recommend this course to my friends!”*

**Fanny Ng – Edenred Pte Ltd:**

*“Walter is an experienced and interesting trainer! Never a dull moment and he is knowledgeable and eager to share!”*

**Helen Burge – Baker & Cook:**

*“Walter helped me to quickly get up to speed with Social Media Marketing and gave me the confidence to launch into a more intelligent approach to Social Media Marketing at my workplace.”*

**Curtis Lee – Baker & Cook:**

*“This course has given me a good overview of what Social Media Marketing is all about, as well as the step-by-step guide to executing a Social Media Marketing campaign. Walter is able to provide useful tips and useful tools to further our self-learning.”*

**Cheryl Lee – Fullmark Pte ltd:**

*“This course is very informative for someone who does not have any knowledge on social media and what it can offer.”*

**Subeer Dutt – Ying Pte ltd:**

*“Course was well-structured, making it easy to follow. Covered the full breadth of SMM at a good pace. This is useful for anyone starting out.”*



## Course Information

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## Course Duration

2 Days (9am to 6pm)

## Course Fee

~~S\$990~~ S\$750 nett

### Self-Sponsored Individuals:

#### Self-Sponsored Singapore Citizens Using SkillsFuture Credit:

~~\$750~~ \$250  
(Nett course fee payable after \$500 SkillsFuture Credit)

### Company Sponsored:

#### Company-Sponsored (SMEs and Non-SMEs) – \$2/hour:

Eligible for Company-sponsored Singapore Citizens and Singapore PRs who are full-time employees

~~\$750~~ \$722  
(Nett course fee payable after training grant)

## Training Method

Instructor-led training

## Course Dates

25, 26 Oct 2018 (Thu, Fri)  
12, 13 Nov 2018 (Mon, Tue)  
1, 8 Dec 2018 (Saturday)  
10, 11 Jan 2019 (Thu, Fri)  
28, 29 Jan 2019 (Mon, Tue)  
16, 23 Feb 2019 (Saturdays)  
26, 27 Feb 2019 (Tue, Wed)  
14, 15 Mar 2019 (Thu, Fri)  
8, 9 Apr 2019 (Mon, Tue)  
6, 7 May 2019 (Mon, Tue)  
30, 31 May 2019 (Thu, Fri)  
27, 28 Jun 2019 (Thu, Fri)

# Instructor

## Walter Lim

Walter has almost 22 years of senior management experience in online and offline marketing, public relations, industry development, campaign and events marketing and strategic planning.

A seasoned business blogger at [Coolerinsights](#), Walter is a Jury Mumbrella Asia Awards 2017 and has been a judge for the Singapore Blog Awards for the past 5 years. He is also a member of the Media Literacy Council and has spoken at multiple conferences and workshops on topics such as branding, public relations, social media marketing, and government-citizen engagement.

As a digital marketing consultant, Walter specialises in brand storytelling, content marketing, social media, PR, and online campaign management. His clients included major government agencies (IDA, HDB, NTU), MNCs (Pan Pacific Hotel Group, Coca-Cola, Citibank, Gleneagles Hospital), Large Local Enterprises (NTUC First Campus, Jurong Point), and SMEs from the retail, FMCG, financial, healthcare, and legal sectors. He also teaches part time at a local polytechnic.

Formerly the Director of Corporate Communications at Inland Revenue Authority of Singapore (IRAS), Walter managed the revamp of IRAS' website (2<sup>nd</sup> most visited in Singapore Government), successfully pitched an investigation story which received front page coverage on Sunday Times, and launched the agency's first YouTube video.

At National Heritage Board (NHB) he spearheaded social media marketing by starting Yesterday.sg – Singapore's first heritage and museums blog. He also pioneered social media marketing for NHB, and led in the development of its Facebook page, Twitter account, and YouTube channel.

Walter also organised a Singapore Food Festival event which drew 50,000 visitors over three days at Downtown East, and attracted 60,000 partygoers to a countdown party (the largest outdoor event then) at NTUC Club.

### Other Achievements

- Advanced Certificate on Training and Assessment (ACTA) certified trainer
- Member of Media Literacy Council from August 2017 to July 2018 (IMDA)
- Member of Jury for Mumbrella Asia Award 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)

## FAQ

### ***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?](#)

### ***What is the difference between this Social Media Marketing Course and the 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 Advertising Core Competencies course](#) focuses solely 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 Strategy 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.

## ***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.

## ***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 media 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.

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

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.

### ***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!