



Social Media Marketing Strategy & Optimisation

Learn How to Create Sustainable B2B & B2C Social Media Marketing Campaigns

 In-Person Or Online-based Classroom

 Duration: 16 Hours (2 days)



You're in Good Company

We upskill and empower teams at leading industry organisations.
You are in good hands.



Course Fees & Fundings

Course Fee: S\$975.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:

From **S\$292.50** (inclusive of 9% GST)

SkillsFuture
Credit, PSEA,
UTAP
Claimable

www.equinetacademy.com

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Course Overview

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.



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.

1. **VPs and Marketing Directors:** Senior executives responsible for strategic marketing decisions and leading marketing teams to achieve business goals.
2. **PR Directors:** Leaders in public relations who manage the communication strategies to maintain and enhance the public image of the company.
3. **Marcom Directors:** Directors of Marketing Communications who develop and oversee marketing communication plans, ensuring alignment with brand strategy.
4. **Social Media Managers:** Professionals who plan, implement, and monitor a company's social media strategy to increase brand awareness, improve marketing efforts, and drive sales.
5. **Community Managers:** Experts who build, grow, and manage online communities, fostering strong relationships between the company and its audience.
6. **Bloggers:** Content creators who write and publish articles to engage readers, drive traffic, and promote products or services.
7. **Digital Marketing Executives:** Specialists who execute digital marketing campaigns across various online platforms to achieve company goals.

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

Course Outline

The Fundamentals of Social Media (Discover)

Topics Covered Include:

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



Planning a Social Media Strategy (Define)

Topics Covered Include:

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

Create Customer Avatar

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

Research Tools to discover opportunities

- Google Trends
- Ubersuggest
- Keywordtool.io
- Answer The Public
- BuzzSumo
- Social Animal
- Trends24.in
- Google Alerts
- Forums (eg BoardReader)

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



A Planned Approach to Developing Social Media Content (Develop)

Topics Covered Include:

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)



Amplify Social Media Content (Deliver)

Topics Covered Include:

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)



Social Media Analytics and Reporting (Measure)

Topics Covered Include:

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

How to Measure Social Media Performance

- Various tools and platforms used to measure and track campaigns
- Discrepancy in clicks received versus actual traffic
- Analysing campaign effectiveness using digital advertising metrics
- Determine an optimisation strategy to improve return on ad spend (ROAS)

Social Media Community Management (Manage)

Topics Covered Include:

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 with Questions
- Individual project presentation



Trainer Profile

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.





Certificate and Certification Track

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 Strategy & Optimisation course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Strategy

Course Code: TGS-2018503498

Course Support Period: 01 Jan 2019 - 24 Oct 2026



Why Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

In our community and have
trained at Equinet

4/5

Quality Rating on TRAQOM
via Qualtrics



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.

Amanda Liu,
Safra National Service Association

”

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

”

This course gives one the confident 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.

Sherry T

”

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

”

I recently completed the Social Media Marketing course from Equinet Academy, and it was one of the best investments I've made for my business. The lessons were clear, actionable, and valuable insights for today's digital landscape.

Etan



Frequently Asked Questions

What is the difference between this course and the Advanced Social Media Management course?

The WSQ Social Media Marketing course covers the fundamental concepts of social media marketing and how to quickly get started marketing your business on social media.

The [Advanced Social Media Management Course](#) goes into more detail covering more advanced concepts of social media marketing and management. You may [contact us](#) should you have any specific 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, bring a laptop. You can also borrow a laptop from us for the duration of the course. You may also want to bring 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. For more details, you may read the [Online-based Classroom Learner Guide](#).

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 Equinet Academy Insider Community where you may network with like-minded individuals and industry experts.



Related Courses

- **Certified Social Media Marketing Specialist (CSMMS)**
- **Certified Digital Marketing Strategist (CDMS) v2**
- **Advanced Social Media Management**
- **Meta Marketing (Facebook and Instagram)**
- **LinkedIn Sales & Marketing**
- **TikTok Marketing**

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Media Marketing Campaigns

Sign up for **Social
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Strategy &
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