


TikTok Marketing

Everything You Need to Know to Market Your Business on TikTok

 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\$990.00 (inclusive of 9% GST)

Nett Course Fee After Eligible SSG Subsidies:
From S\$297.00

SkillsFuture
Credit, PSEA,
UTAP
Claimable

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Course Overview

With 1.1 billion users globally and 80% of Singapore's users under 33, TikTok is a platform you can't ignore.

Designed to help you navigate this fast growing social media channel, our 2-day TikTok Marketing Course covers all the essentials you need.

Day 1 kicks off with understanding TikTok's algorithms, features, and tools, followed by in-depth sessions on audience analytics and crafting marketing funnel strategies. We cap off the day by guiding you through TikTok content strategies, including how to develop a content calendar.

Day 2 is all about hands-on content creation and analysis. We start with scripting and storyboarding, teaching you the nuts and bolts of creating compelling videos. You'll be provided with a mobile phone tripod and gain hands-on experience in video shooting and in-app production tools. You'll also dive into video editing, utilising TikTok and CapCut, and finish the day with an exploration of TikTok analytics and advertising options.

The workshop incorporates case studies, role-playing scenarios, and real-time analytics to help you design an audience-focused TikTok marketing strategy. We will assess your performance through group and individual exercises, and a final project, where you'll present a TikTok video embodying what you've learned.

Ready to carve out your space in Singapore's youthful TikTok scene? Join our workshop to start building your TikTok marketing expertise.



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 overseeing and strategizing marketing initiatives, including social media efforts to drive brand growth and business objectives.
- 2. PR Directors and PR Executives:** Professionals handling public relations who use social media to manage public perception, engage with the media, and build strong relationships with key stakeholders.
- 3. Marcom Directors:** Marketing communications leaders who strategize and implement comprehensive marketing campaigns, including social media, to enhance brand messaging and visibility.
- 4. Social Media Managers and Community Managers:** Specialists focused on creating, managing, and optimizing social media content and interactions to engage audiences, build communities, and address customer inquiries.
- 5. Bloggers:** Content creators who use social media platforms to promote their blogs, attract readers, and engage with their audience through compelling content.
- 6. Digital Marketing Executives:** Professionals responsible for executing digital marketing strategies, including social media campaigns, to generate leads, drive website traffic, and boost sales.
- 7. Account Managers and Account Executives:** Sales and client management professionals who utilize social media to nurture client relationships, provide updates, and drive business opportunities.

Course Highlights

In this 2-Day TikTok Marketing Workshop, trainees will learn:

- How TikTok algorithms work and how to leverage the platform's features and tools for optimal visibility
- How to analyse and interpret TikTok audience data, including demographics, psychographics, and behaviours
- What TikTok marketing funnel strategies for the different stages mean: Awareness, Consideration, Conversion, and Loyalty
- Best practices in developing a structured TikTok content calendar
- Scripting and storyboarding techniques to create compelling TikTok videos
- In-app tools and tips for shooting high-quality TikTok videos
- Basic editing skills and how to use CapCut for video refinement
- Utilising TikTok Analytics and advertising options to improve success and boost ROI



Course Objectives

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

- Explain the nuances of TikTok's algorithm, its features, and tools to make data-driven decisions.
- Gain in-depth insights into TikTok's audience to tailor content and marketing strategies effectively.
- Develop a TikTok marketing funnel, from raising awareness to building customer loyalty.
- Create a comprehensive content calendar tailored for TikTok, enhancing consistency and engagement.
- Master the craft of TikTok scripting and storyboarding for effective storytelling.
- Shoot compelling videos, including utilisation of TikTok's in-app production tools.
- Edit TikTok videos, with a focus on using CapCut for post-production.
- Set up TikTok advertising campaigns.
- Measure the effectiveness and ROI of their TikTok campaigns through analytics and optimisation techniques.

Course Outline

Understanding TikTok Algorithms, Features, and Tools

Topics Covered Include:

- Dive into how TikTok's algorithm works
- Learn how to tap on TikTok search
- Explore the features and tools available on the platform
- Setting up and growing your follower

Unpacking TikTok Audiences

Topics Covered Include:

- Demographics, psychographics, behaviours, and interests
- Uncovering trending topics and how to leverage them

Navigating the TikTok Marketing Funnel

Topics Covered Include:

- Mapping your customer buying journey
- Crafting strategies for Awareness, Consideration, Conversion, and Loyalty stages
- Understanding TikTok analytics

TikTok Content Strategies

Topics Covered Include:

- Best practices in content creation across the funnel
- Storytelling Frameworks for TikTok: eg Hook-Engage-Action, Show-and-Tell, 4Rs, AIDA, etc.
- Developing a content calendar



TikTok Scripting and Storyboarding

Topics Covered Include:

- Crafting engaging scripts
- Building effective storyboards

TikTok Video Shoots and Production

Topics Covered Include:

- Tips for shooting compelling videos
- On-site video shooting using your mobile phone on a tripod (provided by Equinet)
- Utilising TikTok's in-app tools for production

Post-Production: Editing on TikTok & CapCut

Topics Covered Include:

- Editing basics
- Enhancing your videos with CapCut
- Audio editing



TikTok Advertising & TikTok Shop

Topics Covered Include:

- An overview of TikTok advertising options
- Best practices in TikTok advertising
- Introduction to TikTok selling through TikTok Shop

Assessment Component

- Written assessment – Case study with Questions
- Individual project presentation



Trainer Profile

Walter Lim

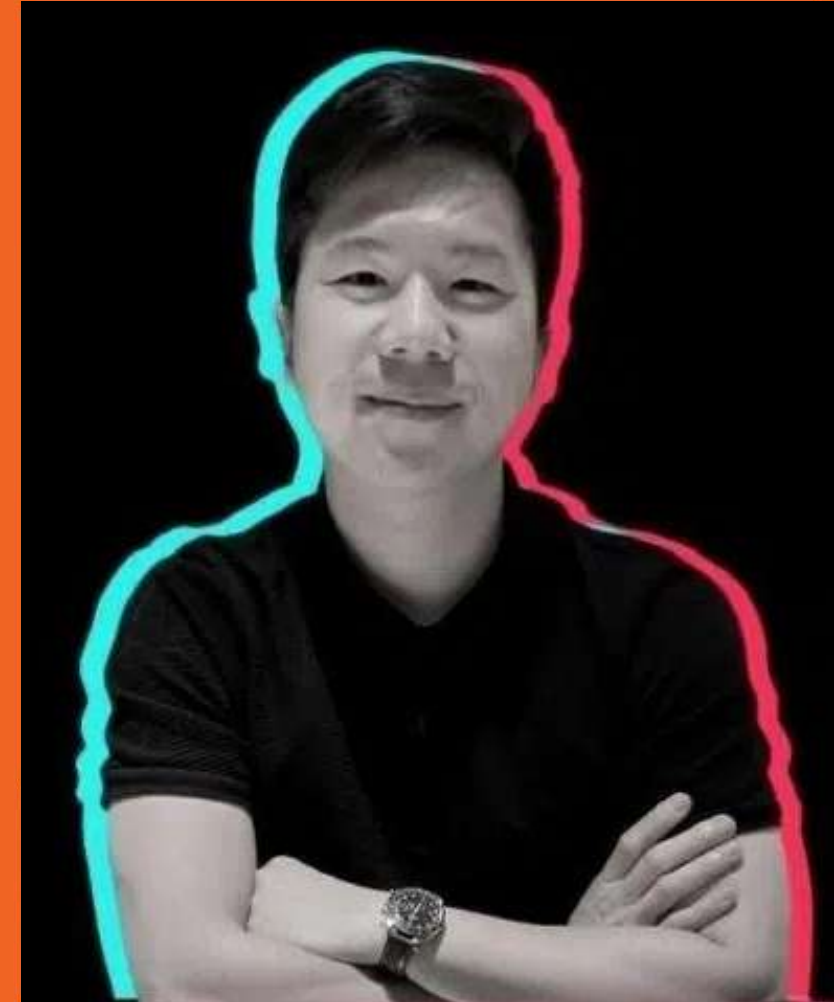
Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles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



Trainer Profile

Eason Zhang

Eason Zhang is currently the Head of Travel, Strategic Partnerships for TikTok in Southeast Asia. With a career spanning over a decade in tech, he had established expertise in digital marketing & thought leadership in the tech space. Thanks to his working experiences in the top tech companies.





Certificate and Certification Track

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

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Software Design

Course Code: TGS-2025053891

Course Support Period: 02 Jun 2025 – 01 Jun 2027





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

”

I have a better idea on how to create relevant content and run effective ads on TikTok. A lot of extra new AI tools that can help with TikTok marketing too. The trainer has shared quite a few real life case studies that are useful and provided useful advices on how to shoot relevant content on TikTok. He also share examples on how to make use of AI to ease the process of content creating, which I find quite useful as well.

Vanessa

”

This course gave me a better understanding of the scope of work and how much effort is needed to maintain a TikTok account. Looking forward to going back to the company to see how we can implement this.

Jason Chia

”

This TikTok course was excellent. It provided actionable insights tailored specifically for the platform, helping me create better content and grow my audience. Highly recommend it for anyone looking to boost their TikTok presence.

Lee Lay Kuan

”

I gained relevant and applicable skills in TikTok marketing, improving my content creation and understanding of industry-standard skillsets

Chew Wei Qiang Joel

”

This course provided a structured roadmap for planning advertising campaigns on TikTok. It introduced useful online tools and analytics platforms, giving me the confidence to apply these insights to my work.

Kaizer Thng



Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?

Trainees are required to be able to perform basic tasks on social media platforms, i.e. TikTok, such as navigating profile pages and posting social media content, 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 and a mobile phone with a decent camera for video shooting practice. 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 a tripod for your smartphone and have Zoom installed prior to class. For more details, you may read the [Online-based Classroom Learner Guide](#)

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.

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 and live Post-Training Mentoring where you may seek advice from a subject matter expert.

Still have unanswered questions? Check out the [FAQs page](#) or [submit an enquiry](#).



Related Courses



Certified Digital Marketing Strategist v2



Certified Social Media Marketing Specialist (CSMMS)



Social Media Marketing (SMM)



Advanced Social Media Management



Facebook & Instagram Marketing



LinkedIn Sales & Marketing

Everything You Need to Know to
Market Your Business on TikTok

Sign up for **TikTok
Marketing**

[Reserve your seat here today.](#)



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