

# WSQ Digital Marketing Strategy Training Course Brochure

*Redefine Your Digital Marketing Strategy in Two Days*

# Course Highlights

In this Digital Marketing Strategy course, participants will learn:

- The concept of digital marketing in both B2B and B2C contexts and the fundamentals of digital marketing channels ranging from search, social, to display.
- How to define digital marketing objectives and KPIs and align them to organisational goals.
- How to conduct competitive analysis and customer research using digital tools and strategic frameworks.
- How to develop a digital marketing strategy and strategic action plans that will achieve business objectives (brand awareness, customer engagement, sales)
- How to determine timelines for the execution of digital marketing campaigns and budget allocation for selected digital marketing channels
- How to implement campaign tracking and identify key digital marketing metrics to measure digital marketing campaign performance.
- How to interpret digital analytics reports and apply a continuous optimisation framework to improve business performance.

## Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- 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

This 2-day interactive digital marketing strategy course is packed with real world case studies, industry best practices, and proven methodologies on how to develop an effective digital marketing strategy for both B2B and B2C businesses.

Participants will gain broad insight on the most current digital marketing strategies, frameworks, and methodologies practiced by digital marketing industry experts.

A range of instructional design methodologies (e.g. Brainstorming & group discussion, case study & problem-solving, concept formation, role-play), integrated with a mix of interactive quizzes and presentation will be used to facilitate and engage the learning experience.

Packaged into bite-sized modules, this compact 2-day workshop will provide participants with a comprehensive overview on how corporate companies, SMEs, and industry experts develop and execute tactical and sustainable digital marketing strategies and campaigns.

Furthermore, participants will also be given access to a toolkit of templates, checklists, cheatsheets, and e-guides to assist in the development and implementation of an effective digital marketing strategy.

**Read:** [What is Digital Marketing and Digital Marketing Strategy?](#)



## Course Objectives

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

- Be able to demonstrate a comprehensive understanding of the concept of digital marketing, features of various digital marketing channels, and market strategy
- Gain actionable insights on the latest digital marketing trends and various digital marketing channel strategies in both B2B and B2C contexts
- Be able to select appropriate digital marketing channels based on the marketing strategy
- Be able to develop a digital marketing strategy and create roadmaps for campaign implementation to achieve business and marketing objectives
- Be able to review performance indicators to measure the effectiveness of a digital marketing strategy

# Certification

A SkillsFuture WSQ Statement of Attainment (SOA) – ICT-SNM-5006-1.1 Integrated Marketing under the National Infocomm Competency Framework (NICF) and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Digital Marketing Strategy Assessment and achieved at least 75% attendance.

\*This course is accredited by SSG under the WSQ Skills Framework ICT-SNM-5006-1.1 Integrated Marketing



CRS No.: [CRS-Q-0035118-ICT](#)

# Target Audience

This course is suitable for Marketing Professionals/Managers/Executives (PMEs), Business Owners, and Individuals who are looking to gain a comprehensive understanding of the concept of digital marketing strategy, campaign development and implementation.

# 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

# Course Outline

## Translate Digital Marketing to Business

Instructor-led | Mode of delivery (Presentation, Case studies, Ice-breaker, Gamification)

- Define Digital Marketing
- What is its role in a digital sales framework
- Overview of the digital marketing strategy process

## Derive KPIs and Metrics from Marketing Objectives

Instructor-led | Mode of delivery (Presentation, Case studies, Role-playing, Small group discussion, Group presentation)

- Define KPIs and the role it plays
- Overview of some common metrics
- Relationship of marketing objective, KPIs and metrics (focus)

## Understand customers and the market

Instructor-led | Mode of delivery (Presentation, Case studies, Role-playing, Small group discussion, Group presentation)

- Your company, you customers, and the landscape
- Tools to support competitive and trends analysis
- Overview of a SWOT analysis

## Develop a Strategic Digital Marketing Plan

Instructor-led | Mode of delivery (Presentation, Practical, Demonstration and modelling, Group brainstorming)

- Understand elements that support development of action plans
- 4 cross function pillars of a digital marketing experience
- Overview of different digital channels and touchpoints
- Develop action plans from the integrated elements
- View of a strategic digital marketing plan

## Create a Media Plan and Understand the Setup and Implementation of Campaigns

Instructor-led | Mode of delivery (Presentation, Case study with activity sheet, Role-playing, Group discussion and group presentation)

- Introduce campaign brief and media plan
- User journey to implementation structure
- Google Analytics aligning to website structure
- Campaign tracking aligning to media structure
- Overview of main advertising platforms

## Evaluate and Apply Continuous Optimizations Process to Improve Business Performance

Instructor-led | Mode of delivery (Presentation, Case study, Q&A, Group activity)

- Overview of Google and Facebook report
- Introduction to continuous optimization process
- Different type of testing methods

## Explore an Organization Structure that Enhances Digital

Instructor-led | Mode of delivery (Presentation, Case study, Q&A, Group activity)

- Overview of Change Management framework
- Details into the pillars: People, Process, Technology



# Testimonials

## **Anjana Anand:**

*“Very good and interactive! Understood better what I learnt on online diploma due to clearer explanation. Enjoyed thoroughly. Helped me understand how to implement digital + media campaign strategies. Instructor was really helpful and willing to help students even after the course. Great course!”*

## **Jodean Zhang:**

*“Zhong Li is an experienced trainer which offered and shared his previous experience from the client’s perspective and not simply the technical aspects and general academic explanations on terms. Reference to his experience and successful case studies make it more practical and realistic.”*

## **Cheryl Ong – Agency for Integrated Care Pte Ltd:**

*“This course provided a structured way of understanding and approaching Digital Marketing. The trainer is good at translating concepts to real applications and this helps us digest and understand the information better.”*

## **Julie Kee:**

*“This course is good as a starter for a newbie to gain and understand the fundamentals of digital marketing and how to come up with a strategy.”*

## **Boo Jia Min – West Pharmaceutical Services Singapore Pte Ltd:**

*“I think this is a very good overview on digital marketing and important terms and program and capabilities of the google analytics. Great to be given a clear overview for beginner.”*

## **Lee Siew Chin:**

*“Structured presentations and a good overview of Digital Marketing strategy and campaign. The trainer talks with experience based on his years of working experience in Digital Marketing.”*

## **Ruth Lee:**

*“Well pitched to reach learners at all levels of experience and knowledge. Well-paced and mixture of group work and lecture to sustain interest. Lecturer is approachable, encouraging and knowledgeable – makes topic interesting and accessible to newbies.”*

## **Jane Ho:**

*“Quality of trainer and programme is good. Zhong Li comes with a wealth of hands on experience in the digital marketing landscape. Importantly, I now have a set of tools and processes and apply realistically in real-life projects.”*

## **Mervin Kok - S. Rajaratnam School of International Studies:**

*“Zhong Li is very knowledgeable and well-versed in the digital industry. His experience makes a good basis for discussions.”*

## **Aisha Abdul Rahman:**

*“Comprehensive + structured training on Digital Marketing Strategy that clarified and updated me on the current tools and tricks available and has me excited and confident about implementing the learnings right away!”*



## Course Information

---

# Course Information

## Course Duration

2 Days (9am to 6pm)

## Course Fee

~~\$990~~ **\$740 nett**

### Self-Sponsored Individuals:

#### Workfare Training Support (WTS) Scheme – 95% funding:

Eligible for Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$740~~ \$37

(Nett course fee payable after WTS funding)

~~\$37~~ \$0

(Nett course fee payable after WTS funding + \$500 SkillsFuture Credit)

#### SkillsFuture Mid-career Enhanced Subsidy – 90% funding (Up to \$50/hour):

Eligible for Singapore Citizens aged 40 years and above

~~\$740~~ \$74

(Nett course fee payable after MCES funding)

~~\$74~~ \$0

(Nett course fee payable after MCES funding + \$500 SkillsFuture Credit)

#### Self-Sponsored Singapore Citizens and Singapore PRs – Up to 50% Funding Capped at \$15/hour:

Singapore Citizens and Singapore PRs above 21 years old who do not qualify for WTS or MCES funding

~~\$740~~ \$500

(Nett course fee payable after SSG funding)

~~\$500~~ \$0

(Nett course fee payable after SSG funding + \$500 SkillsFuture Credit)

### Company Sponsored (SMEs):

#### Enhanced Training Support for SMEs (ETSS) – 90% funding (Up to \$50/hour):

Eligible for SME Company-sponsored Singapore Citizens and Singapore PRs aged 21 years and above

~~\$740~~ \$74

(Nett course fee payable after ETSS funding)

#### Workfare Training Support (WTS) Scheme – 95% funding:

Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$740~~ \$37

(Nett course fee payable after WTS funding)

**Company Sponsored (Non-SMEs):**

**SSG Non-SME Grant – 50% funding (Up to \$15/hour):**

Eligible for Non-SME Company-sponsored Singapore Citizens and Singapore PRs aged 21 years and above

~~\$740~~ \$500

(Nett course fee payable after SSG funding)

**SkillsFuture Mid-career Enhanced Subsidy – 90% funding (Up to \$50/hour):**

Eligible for Singapore Citizens aged 40 years and above

~~\$740~~ \$74

(Nett course fee payable after MCES funding)

**Workfare Training Support (WTS) Scheme – 95% funding:**

Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$740~~ \$37

(Nett course fee payable after WTS funding)

## Training Method

Lecture, demonstration and modelling, drill and practice, case study, group discussion, group presentation, group project work, quizzes, individual project work.

## Course Dates

17, 18 Oct 2018 (Wed, Thu)  
21, 22 Nov 2018 (Wed, Thu)  
26, 27 Nov 2018 (Mon, Tue)  
10, 11 Dec 2018 (Mon, Tue)  
9, 10 Jan 2019 (Wed, Thu)  
13, 14 Feb 2019 (Wed, Thu)  
20, 21 Feb 2019 (Wed, Thu)  
6, 7 Mar 2019 (Wed, Thu)  
13, 14 Mar 2019 (Wed, Thu)  
3, 4 Apr 2019 (Wed, Thu)  
10, 11 Apr 2019 (Wed, Thu)  
8, 9 May 2019 (Wed, Thu)  
15, 16 May 2019 (Wed, Thu)  
3, 4 Jun 2019 (Mon, Tue)  
10, 11 Jun 2019 (Mon, Tue)

## Instructor

### Kwok Zhong Li

Zhong Li is the Co-founder & Managing Director of Finty, an online financial marketplace that was acquired by an Australian firm for a seven-figure sum, 15 months after the company was launched. He leads growth and development, which includes managing various aspects of the startup to ensure it achieves its business goals and targets. His extensive digital and marketing experience of over a decade has honed his ability to deliver digital solutions across dotcom, technology, and financial industries.

Prior to helping business growth efforts at Finty, Zhong Li was the Vice President of eBusiness at OCBC Bank, heading up digital sales and performance management. His role included managing revenue and usage growth across digital initiatives, channels, and platforms. He also led the implementation of Adobe web analytics project as part of the bank's data-driven direction.

His previous roles include Senior Manager, Digital Marketing & eCommerce at Trend Micro. He oversaw APAC online consumer business and developed digital ROI framework with advanced web analytics. He was also the Digital Marketing Lead at Yahoo! where he developed digital strategies, campaigns, and programs for SEA region.

As part of his interest in the internet space, he also supports and advises startups on business models, marketing, and eCommerce. He holds a bachelor's degree in Marketing and a MBA from the University of Adelaide, also the WSQ Advanced Certificate in Training and Assessment (ACTA) from Institute of Adult Learning.

# FAQ

## ***What is Digital Marketing Strategy?***

A digital marketing strategy is a blueprint or masterplan to achieve your marketing objectives which involves determining digital marketing key performance indicators, selecting appropriate digital marketing channels, evaluating both traditional and digital marketing performance to improve return on investment, and more.

Related Articles:

[What is Digital Marketing and Digital Marketing Strategy](#)

## ***Why do I need a digital marketing strategy?***

You need a digital marketing strategy if:

- You find yourself unclear over which digital marketing channels you should focus your marketing efforts and budgets on
- You are hiring a digital marketing agency, managing an in-house digital team or just a one-man show and require proper processes in place to achieve your objectives
- You are unsure how to evaluate performance and allocate the right budgets to the better performing marketing channels
- Your customers are spending most of their time on digital devices and your competitors have a strong digital presence
- Sales and profits have dropped and you need more cost-effective methods to boost your business

This course provides comprehensive frameworks, proven strategies, and action plans to address the above issues and more.

## ***How is this course different from other digital marketing courses in the market?***

This course provides you with bite-sized, yet comprehensive and actionable digital 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, you can get a taste of what digital marketing is all about in two days. From this course, you can then branch out to specialist courses such as [Search Engine Optimisation](#), [Digital Advertising](#), [Social Media Marketing](#), [Digital Analytics](#), and other specialist [digital marketing courses](#).

At Equinet Academy, we are committed 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) which you can still access after the training via the [learning portal](#).
- You will not sit through hours and hours of dry and tormenting lecture. Instead, you will experience fun and engaging sessions as we apply instructional design learning methodologies such as group discussions, group project work, case studies, interactive quizzes, and hands-on implementation of the concepts learnt.
- You will be guided by an experienced professional in the field of digital 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.

### ***Can't I learn everything online?***

No doubt there are tons of free information online – free tutorials, guides, and online courses that you can gain useful knowledge from. However, the intangible benefits of attending face to face training include real time consultation with an industry expert, peer to peer learning and interaction, and hands-on practical learning sessions. This will enable you to take away actionable strategies you can implement right after the training.

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

Yes. You may consult the trainer during class and after class. Signing up for this course gains you access to [post-training support](#).

### ***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.

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

Yes, please see fees and funding section above 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!