

SOCIAL MEDIA MARKETING FUNDAMENTAL 2

Learn how to use social media to promote your products & services to laser-targeted prospects, attract more customers to your online/offline store, build a loyal fanbase for your brand!

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AGED 25 & ABOVE

COURSE SYNOPSIS

Businesses can ill-afford to ignore Omni-channel marketing in this digital age. Social Media Marketing (Intensive) features a mixture of marketing theories and hands-on exercises tailored to teach participants practical, proven strategies on how to develop, execute and optimize a result-oriented social media marketing campaign, and to measure its effectiveness to meet predetermined KPIs.

This interactive Social Media Marketing course is uniquely designed for both newbie and seasoned marketers.

PROGRAMME HIGHLIGHTS

- Establish social media marketing objectives
- Map out social media marketing plan and customer journey
- Evaluate social media marketing opportunities
- Master social media marketing competitive intelligence research
- Assess the pros and cons of major social media marketing platforms
- Develop detailed buyer persona for conversion



LEARNING OUTCOMES

- Master social media marketing competitive intelligence research
- Design conversion-proven lead generation strategies
- Social media analytics for conversion optimization
- Develop result-oriented social media marketing plan with proven framework
- Evaluate the strengths and weaknesses of major social media platforms to determine the social media outreach strategies
- Develop in-depth and insightful buyer personas for social media content creation

WHO SHOULD TAKE THIS COURSE?

- Marketing Brand Managers
- Project Managers, Business Analysts and IT Professionals involved in social media projects
- Entrepreneurs, Business Owners and Start-up Founders
- Those who are new to or have some basic experience in social media for business marketing
- Business development managers engaging new opportunities through social media

COURSE DETAILS

SOCIAL MEDIA MARKETING FUNDAMENTAL 2			
COURSE DURATION: 24 HOURS			
FULL COURSE FEES: \$1300 (excl. GST)			
	SELF- SPONSORED	SME	NON-SME
Singapore Citizens (Below 40y/o)	\$741.00 (Incl. GST)	\$481.00 (Incl. GST)	\$741.00 (Incl. GST)
Singapore Citizens (40y/o and Above)	\$481.00 (Incl. GST)	\$481.00 (Incl. GST)	\$481.00 (Incl. GST)
PR/LTVP+ (All Ages)	\$741.00 (Incl. GST)	\$481.00 (Incl. GST)	\$741.00 (Incl. GST)
SkillsFuture Enterprise Credit	N.A	Eligible companies can enrol	Eligible companies can enrol
Absentee Payroll	N.A	Fixed at \$4.50/Hour	Fixed at \$4.50/Hour

- Companies that are eligible for SkillsFuture Enterprise Credit can cover up to 90% (Capped at \$10,000)
- Trainees are eligible for Absentee Payroll fixed at SGD4.50 per hour (Capped at SGD100,000 per year per enterprise)
- SkillsFuture Credit Claimable for Singaporeans aged 25 & above

