

SOCIAL MEDIA MARKETING FUNDAMENTAL 3

Re-innovate & digitally transform your business in 2021, get 10X growth with proven social media marketing strategies & secure your bottom lines & ROI!

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COURSE SYNOPSIS

Learn from the Asia Renowned Industry Practitioner cum Serial Digital Entrepreneur, Fabian Lim who has over 23 years of combined management consultancy and digital transformation experience.

This program offers a hands-on approach to the learner to use social media to grow engagement with followers (i.e., Likes, Comments & Shares), but also how to use social media marketing to directly increase business revenues & profits.

This course will employ a Return-On-Investment-based (ROI-based), PEMM framework i.e. Plan, Execute, Manage & Measure to enable learners to execute their social media marketing campaigns more efficiently and effectively with the ultimate goal of generating a positive ROI from their social media campaigns.

PROGRAMME HIGHLIGHTS

- Awareness and formulation of the social media marketing plan, policies, principles and guidelines
- Understand the key elements of an organizational social media plan
- Establish social media communications plans and guidelines
- Establish the social media marketing KPIs for brand and various types of marketing campaigns
- Maintaining privacy and confidentiality in data collection
- Evaluate types of technology tools to assist in the management of social media platforms
- Study the impact of market and consumer trends on social media marketing objectives or messages



LEARNING OUTCOMES

- Develop social media strategy plans, policies, standards and guidelines
- Explain the privacy legislation and confidentiality requirements
- Determine the feasibility of using different types of social media platforms
- Explain the market and consumer trends that might impact the intended social media marketing objectives or messages
- Explain the rules and regulations and terms of use of specific social media platforms
- Apply budget requirements for the deployment of social media marketing activities

WHO SHOULD TAKE THIS COURSE?

- Marketing Brand Managers
- Entrepreneurs, Business Owners and Start-up Founders
- Project Managers, Business Analysts and IT Professionals involved in social media projects
- 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 3			
COURSE DURATION: 23.75 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

