

# Social Media Marketing

Boost Your Business with Social Media Marketing

Training Provider



Marketing Partner



Accredited by Institute of Banking and Finance

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# Course Overview

Designed for individuals who have zero to little experience in digital marketing, this course will give you the tools you need to excel in the world of online marketing.

## Course Title

**Social Media Marketing**

## Course Reference Number

TGS-2021007674

## Certification

Participants who fulfil all requirements will receive a Certificate of Completion issued by the Approved Training Provider.

## Training Duration

**24 hours**

## Mode of Training

Online Live Training Via Zoom

## Schedules

Weekend full day class and Weekday evening class are available



## Course Highlight

**Taught by Industry Expert, learners will gain broad insight on the most current social media marketing strategies and practices.**

**In this compact 24-hour course, trainees will learn on both the strategy behind each social media marketing decision and get hands-on guide and practice to set up a social media marketing campaign.**

**Trainees will have a chance to exchange ideas and experience in social media marketing, during group brainstorming and discussion session.**

**One to one session with the trainer to get feedback for improvement on the social media campaign that was set up during the class.**

# Course Outline

## Choose The Right Digital Platforms

eg, Facebook, Instagram, LinkedIn & etc in relation to business objectives and target audience.

## Facebook Business Manager

Learn about Facebook Campaign, ad set and managing campaigns with Facebook Business Manager.

## Social Media Marketing Strategy

Learn the G-M-H-T 4 step process to crafting a social media strategy, and the concept of micro-moments.

## Analysing Social Media Campaigns & Ads

Conduct social media audit & re-optimize ads based on key measurement metrics and generate better results.

## Brand Storytelling

Use content strategy as a way to tell a consistent, cohesive story about your business.

## Social Media Marketing Calendar

Get hands-on experience in developing a Social Media Calendar filled with engaging content.

# Extra Selling Points

- Due to trainer profile, more strategic approach towards social media marketing focusing on case studies and discussions
- 24-hour course instead of usual 8 to 16-hour from other academies, more time for hands-on execution of social media plan and implementation of Facebook and Instagram advertising
- Course caters not just new to marketing and business owners, but also marketing professionals from startups, SMEs, and MNCs

# Course Objective

**By the end of the course you will be able to:**

**Identify the right-mix of Social Media Marketing platforms (eg. Facebook, Instagram, etc) for your business.**

**Target customers based on your product and market trends.**

**Utilising content strategy to tell a consistent & cohesive story for your brand.**

**How to set up and manage Facebook campaigns and advertisements with Facebook Business Manager.**



# Target Audience

- **This course is designed for PMETs that have little knowledge / skills in using digital platforms.**
- **Suitable for Managers/Executives (PMEs), Business Owners, entrepreneurs and Individuals who are looking to use social media marketing strategy to improve their work or business.**
- **Entry Level marketers that want to hone their Social Media Marketing skills.**
- **Anyone that is looking for new career opportunity in Social Media Marketing**

# Prerequisite

- **Learners are expected to have a computer with working Webcam, and able to use Zoom to attend online class.**
- **Learners are expected to have basic computer skills, as well as basic knowledge of Social Media Platforms (eg. Facebook, Instagram, LinkedIn)**
- **Learners should have at least 'O' Level Certificate or equivalent.**

# On-going Learning Journey

- **Trainer after-course support to individuals in their digital marketing journey**
- **Topics include digital marketing challenges, plan evaluation, and even career advice**



# Certification

A Certificate of Completion will be issued by the Training Provider Unicorn Financial Solutions only after completion of the programme.



# Meet the Trainer



## **Kelvin Koo Kiat Hoong**

Managing Director, ADK Connect

**As the Managing Director of ADK Connect Singapore, a multi-national integrated marketing and advertising agency, Kelvin has the knowledge and hands-on expertise that enables classes to be both relatable and actionable. He has won more than 45 marketing effectiveness awards in the last 6 years and is one of the most awarded marketers in Singapore. Kelvin is also ACLP certified with the Institute of Adult Learning.**



- Started his own agency iNeo, later acquired by Publicis (one of the 'Big Four' global marketing agencies), and took the role of Head of Digital
- Headhunted to Falcon Agency and later ADK, both roles as Managing Director
- **A top senior marketing leader, a true digital practitioner of 18 years**

Courses are  
SkillsFuture  
Credit Eligible

## Course Fee

Class start on or before  
31 Dec 2021\*<sub>1</sub>

Class start on or after  
1 Jan 2022\*<sub>2</sub>

<b>Social Media Marketing</b> TGS-2021007674 Funding Validity Period: 08 Jul 2021 - 07 Jul 2026	<b>Full Course Fee</b> Before Subsidy w/GST	SG Citizen and Permanent Residence	Class start on or after 1 Jan 2022* <sub>2</sub>		
			Singapore <b>Permanent Residence</b>	SG Citizen <b>21-39 yrs</b>	SG Citizen <b>40 yrs old</b> and above
<b>Self-Sponsored</b>	\$3210.00	\$321.00	\$642.00	\$642.00	\$321.00
<b>Company-Sponsored</b> * <sub>3</sub> * <sub>4</sub>	\$3210.00	\$510.00	\$810.00	\$810.00	\$510.00

All of the prices above are inclusive of GST.

\*<sub>1</sub> Up to 90% Enhanced Funding Support is available for training programmes commencing between 8 April 2020 and 31 December 2021.

\*<sub>2</sub> For courses commencing on or after 1 Jan 2022, IBF enhanced funding support will be revised. Singapore Citizens aged 40 years old and above will be eligible for 90% co-funding of direct training costs. Singapore Citizens 21-39 years old and PR will be eligible for 80% subsidy.

\*<sub>3</sub> Course fee subsidy for self sponsored individual is inclusive of GST, while course fee subsidy for company sponsored individual is exclusive of GST.

\*<sub>4</sub> Companies eligible to submit claims for company-sponsored participants include Singapore-based financial Institutions regulated by MAS (licensed or exempt from licensing by MAS) and FinTech firms certified by Singapore FinTech Association (Terms and Conditions apply). SkillsFuture Credit cannot be used to co-fund the programme fees of company-sponsored training programmes.

Funding information is updated as of Nov 2021, and is subjected to changes from the funding agency (Institute of Banking and Finance)

# Types of Schedules

## Weekend and Weekday Classes Available

Class Code	Days	Total Training Hours	Class Timing	Oral Assessment* (10-20mins each)
Day Class (Weekend)	3 Full Days	24.00	9am-6pm (1 hour lunch break)	10-20 mins
Evening Class (Weekday)	7 Evenings	24.00	6.45pm-10.15pm (15 mins short break)	10-20 mins

\*Oral Assessment is a 1-to-1 session with trainer. The schedule for OA will be shared by trainer during class.

\*Purpose of Oral Assessment is for trainer to clarify wrong answers in written assessment and refresh misunderstood concept.

# What to expect after registration

## Learn in the Comfort of Your Own Home

- 1 You will be receiving a email from Course Admin 1- 2 weeks before class start.**
- 2 Make course fee payment (SFC or Paynow/Bank transfer according to the guide in email.**
- 3 Enrol into Online Learning Management System, you may choose to preview, download and print out learning materials**
- 4 Zoom link will be shared in the email/retrieved from LMS portal**

By registering for the course, participant agrees and consents that my personal data provided in the registration form may be collected, used, processed and disclosed by Unicorn Financial Solutions Pte Limited and Wealth Design Studio Pte Limited for the purpose of processing and facilitating my registration (this includes adding my contact number into a WhatsApp group chat to receive public announcement relating to the class).

