

Learn about **Social Media Marketing** to boost your business

Courses are
SkillsFuture
Credit Eligible



What Our Graduates Are Saying

"I now know how to **develop my own advertisement page** on Facebook with the use of free software. I also learnt about how **other platforms present bigger opportunities**. Overall, I find the course to be very very interesting."

- Elyse Ma, Retiree, Course Graduate, 2020

"This was an awesome course! I now know how to advertise on Facebook and target the correct audience with my personal budget and include a Call-to-Action so that clients can reach me easily."

- Tor Geok Lan, Real Estate Agent,
Course Graduate, 2021

"I am learning social media marketing to ensure that **my business continues to grow and is up to date** with the current generation, especially in this Covid climate. I learnt many things in a classroom that was **lively, very open and easy to understand**."

— Ajitchandra, Business Owner - Oil & Gas Industry, Course Graduate, 2020



Industry Mentor Series: Social Media Marketing

At the end of 3 days, you will be able to



Identify the right-mix of social media platforms (eg. Facebook, Instagram, LinkedIn, etc) in relation to business objectives and target customers



Understand the privacy data protection and copyright regulations on Social Media platforms



Create a Facebook ad with high-quality images and copies based on best practices to attract followers and sales



Choose the right ad objectives based on business directions and customer journeys



Re-optimize ads based on key measurement metrics to improve conversion



Get hands-on practice in developing a social media marketing calendar filled with engaging content

Course Fees (NETT)	Course Duration Mode of Training	Full Course Fee (w/o GST)	21-39 yrs old or PR*1 (up to 50% course fee subsidies)	40 yrs old & Above*2 (up to 70% course fee subsidies)
Industry Mentor Series: Social Media Marketing Programme TGS-2020504028 Funding Validity Period: 09 Jun 2020 - 04 Aug 2022	22 hrs Classroom-based	\$1220.00	\$610.00	\$366.00
			Application Fee	\$30.00

Terms and Conditions:
 *1 Course fee subsidy is available for Singapore Citizens aged 21-39 years old or Singapore Permanent Residents 21 years old and above.
 *2 Course fee subsidy is available for Singapore Citizens aged 40 years old and above.

All information is correct at time of printing (03 January 2022). BELLS SG Pte. Ltd. reserves the right to make changes at any time without notice at its own discretion.

Course Consultant name:

Mobile no.

Happy to serve you!

Training Organisation

Industry Partner

WhatsApp Us!



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