

Digital Marketing

Overview

Digital Marketing plays an integral part in today's marketplace and ever-evolving online ecosystem. Replacing ageing traditional marketing, marketing technologies helps marketing professionals today to better understand consumers and how to effectively connect directly with the intended audiences. Consumer engagement is key to today's businesses along with careful execution via the use of social media platforms, marketing strategies, optimization processes and analytical frameworks. Gain new market shares, retain current consumers and expand your online reach like never before.

The SMTC Diploma for Digital Marketing Specialists is designed to empower our learners with the essential digital marketing skills and real-world industry knowledge of digital marketing that can be immediately implemented in their line of work. Through our team of experienced certified Trainers who are also industry-practitioners, learners can expect to learn about social media platform strategies, analytical tools, eCommerce managing, search engines & more!

2 out of 5 top jobs in 2020 is Digital Marketing Source:

<https://www.business2community.com/>

With disruptions facing the world today, enterprises need to move away from traditional business models to survive. While the concept of digital transformation (DX) is not new to organisations, the pandemic has forced many companies to embark on and accelerate their DX journey, when various governments enforced lock-downs and professional workforces across the globe had to shift to remote work within a very short period of time. Source:

[https://www. https://www.uobgroup.com/](https://www.https://www.uobgroup.com/)

"Marketing is no longer about the stuff you make, but about the stories you tell."-Seth Godin





Digital Marketing Specialist Diploma

A Diploma Designed for YOU.

Whether you are fascinated by how brands tell their stories through their exciting campaigns, how the online marketplace feels like an untapped gold mine to your business or if you are truly eager to grow digitally and develop a bigger online presence growth whilst managing your brand(s) marketing for both your clients and companies with the need of eCommerce and online solutions to gain new market shares and new marketing strategies; this Diploma is for you!

- Suitability Sales & Marketing Professionals
- Business Development & Brand Managers
- Business Owners & SMEs
- Media & Communication Professionals
- Consumer Management
- Experts Business Consultants & Disruptors
- Pre-Career Switch Individuals



Digital Marketing Specialist Diploma

Modules

Our Diploma Modules are based on Skills future Singapore (SSG-WSQ)'s Digital Marketing Framework. Each of our modules comprises in-depth learning within the subject matter enabling our learners to thoroughly understand & benefit from the course.

Module 1 SOCIAL MEDIA MARKETING (02 Days)

1. Introduction to organizational social media plan.
2. Types of social media platforms, tools and their operations
3. Using Social Media for marketing purposes
4. Maximizing returns of investments in social media
5. Evaluate potential and suitability of social media marketing opportunities
6. Discover new methods of utilizing social media
7. Facebook LIVE
8. Monitor business outcomes through social media marketing

Module 2 SOCIAL MEDIA MANAGEMENT (04 Days)

1. Introduction & Use of Social Media Strategies.
2. Understand & use Key Performance Indicators for Social Media Campaigns
3. Monitor and Review Social Media Campaigns
4. Ability to define social media management strategies
5. Ability to define monitoring metrics
6. Ability to identify opportunities to improve social media campaigns
7. Funnel Management (Click Funnels)
8. Continuous Improvement on Organisation's Social Media Campaign

Module 3 eCommerce Management (04 Days)

1. Learn eCommerce and how to use it for your business.
2. Deep learning into proven systems by Shopify
3. Deep learning into proven systems by Shopee
4. Deep learning into proven systems by Lazada
5. Deep learning into proven systems by Wechat Mini-Programme
6. Learn monitoring of eCommerce systems and understanding the measurement metrics.
7. Analysis of eCommerce numbers and how they equate to your P&L
8. Setting up eCommerce business.



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Module 4 SEARCH ENGINE OPTIMIZATION (03 Days)

1. The key elements of SEO -what makes SEO.
2. SEO Keywords and how it puts your brand in the limelight
3. Provides & Produce High Quality & Engaging Content
4. Keywords Research -Using Popular Keywords in your webpage URL or on bait pages.
5. Keywords Placement Strategies
6. Improving Searchability & User Experience (UX)
7. Off-Page SEO -The Art of Building Backlinks
8. Native/Local SEO and Why Marketers choose this.

Module 5 SEARCH ENGINE MARKETING (03 Days)

1. Selecting the right Search Engine Marketing Platform (Google AdWords& Bing Ads)
2. The difference between search marketing, SEO, SEM, and pay-per-click marketing?
3. Small SEM Strategies
4. What is Keyword Gems & how to acquire
5. What are the SEM fundamentals
6. How to do SEM targeting
7. Creating & Maintaining Consistency of SEM Ads
8. First impression –Landing Copy and Page Design

Digital Marketing Specialist Diploma

Course Highlights

- 100% Online Course Delivery
- Experienced Trainers & Practitioners
- Most Updated Case Studies & Contents
- Engaging & Interactive Learning
- Online Assessment via LMS
- Free Refresher Course within 12 months
- Flexible Course Dates Planning
- Every Module is a Standalone WSQ Level 4 COA

Digital Marketing Specialist Diploma

Course Quick Glance

- 16 Days Diploma Course
- Flexible Course Dates*
- 129 Hours in Total
- 5 Standalone Modules**
- Up to 90% Subsidy***

** Based on Monthly Course Run Schedule by SMTC*

*** WSQ Level 4 Certificates of Attainment for each Module*

**** For Eligible Individual Singaporeans & Companies*

***** Up to \$7.50/hr for Eligible SME Companies*

*Salary Support for SME*****

Digital Marketing Specialist Diploma

Course Fees SMTC -Digital Marketing Specialist Diploma			Course Fees		
			\$ 7,250.00		
No.	Category	Subsidy	Nett Fees	Payment	Absentee Payroll
1	Company Sponsored Singaporeans Age 40 & Above	Up to 90%	SGD \$775.00	Skillsfuture Credit or Cash	NIL
2	Company Sponsored Singaporeans Age 40 & Below	Up to 50%	SGD \$ 4,685.00	Skillsfuture Credit or Cash	NIL
3	Singaporeans Age 40 & Above	Up to 90%	SGD \$775.00	Skillsfuture Credit or Cash	Up to \$967.50 (based on \$7.50/hour)
4	Singaporeans & PR	Up to 50%	SGD \$ 4,685.00	Skillsfuture Credit or Cash	Up to \$967.50 (based on \$7.50/hour)
5	Non-Singaporeans	NIL	SGD \$ 7,250.00	Cash Only	NIL



Sign Up or Have a Chat with our Course Specialists Now!

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