

REACH OUT TO MORE CUSTOMERS ON

SOCIAL MEDIA



Eligible Companies can get funded up to 99% SFEC² Terms & Conditions Apply



Fabian Lim, Asia Renowned Industry Practitioner Cum Serial Digital Entrepreneur

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 to Your
Brand Online Systematically



Course Synopsis

Nowadays marketing on social media is no longer an option. Businesses need to go Omni-channel instead of being silo and focus on a particular marketing channel.

Social Media Marketing Level 2 is conducted with a mixture of marketing theories and hands-on exercises which aim to impart the participants with practical, proven strategies, and the know-how to develop, execute and optimize a result-oriented social media marketing campaign and to measure its effectiveness to meet the predetermined KPIs.

This interactive Social Media Marketing course is uniquely designed for wannabe social media marketer as well as those with a couple of years experience who wanted to further develop their marketing skills in social media.



Who Should Take This Course?

Marketing Brand Managers

Business development managers engaging new opportunities through social media.

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

Enterpreneurs, Business Owners and Start-up Founders



PROGRAMMES HIGHLIGHTS



Establish social media marketing objectives



Master social media marketing competitive intelligence research



Map out social media marketing plan and customer journey



Assess the pros and cons of major social media marketing platforms



Evaluate social media marketing opportunities



Develop detailed buyer persona for conversion

LEARNING OUTCOMES

- 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
- Design conversion-proven lead generation strategies
- Social media analytics for conversion optimisation
- Master social media marketing competitive Intelligience research

Social Media Marketing Fundamental 2

TGS-2020503925

Full Course Fee: \$1,300.001

| | Singapore Citizen Below 40 yrs old/PR (All Ages) | Singapore Citizen 40 yrs old & above | SkillsFuture Enterprise Credit | Absentee Payroll |
|-------------------|---|---|---|-----------------------------------|
| SELF SPONSORED | \$940.00¹ | \$130.00 ¹ | N.A | N.A |
| SME | All Singapore Citizen/PR - \$130.001 | | Eligible companies can enrol for as low | Capped at \$7.50/Hour |
| NON-SME | \$940.00 ¹ | \$130.00 ¹ | as \$13.00 ² | Claim up to \$180.00 ³ |

¹All prices exclude 7% GST (\$91.00)

v1.1 (Updated on 05/05/21)



²Companies that are eligible for SkillsFuture Enterprise Credit can cover up to 90% of out-of-pocket expenses (Capped at \$10,000)

³Trainees are eligible for Absentee Payroll, at 80% of basic hourly salary capped at \$7.50 per hour, can claim up to \$180.00