

ELEVATE YOUR SOCIAL MEDIA MARKETING SKILLS TO THE *MASTER YODA LEVEL*



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



Fabian Lim, Asia Renowned Industry Practitioner Cum Serial Digital Entrepreneur

Re-Innovate & Digitally Transform Your Business In 2021,
Get 10X Growth With Proven Social Media Marketing Strategies
& Secure Your Bottom Lines & ROI



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.



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

Entrepreneurs, Business Owners Start-up Founders



PROGRAMMES HIGHLIGHTS



Awareness and formulation of the social media marketing plan, policies, principles and guidelines



Understand the key elements of an organisational social media plan



Establish social media communications plans and guidelines



Study the impact of market and consumer trends on social media marketing objectives or messages



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

LEARNING OUTCOMES

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

Social Media Marketing Fundamental 3 (TGS-2020513360)

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	\$943.75 ¹	\$130.00 ¹	N.A	N.A
SME	All Singapore Citizen/PR - \$130.00 ¹		Eligible companies can enrol as low as \$13.00 ²	Capped at \$7.50/Hour Claim up to \$178.10 ³
NON-SME	\$943.75 ¹	\$130.00 ¹		

¹All prices exclude 7% GST (\$91.00)

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 \$178.10

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