

# Digital Marketing (Synchronous E Learning) (CRS-Q-0033501-RET)

Participants will be awarded the **ICDL Certificate** upon successful completion of the course and pass the assessment.

## Course Objective

- Understand key concepts of digital marketing, including advantages, limitations and planning
- Understand various web presence options and how to select appropriate keywords for search engine optimisation
- Recognise different social media platforms, and set up and use common platforms
- Understand how effective social media management assists in promotion and lead generation
- Use a social media management service to schedule posts and set up notifications
- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing
- Understand and use analytics services to monitor and improve campaigns

## Course Outline

### > Digital Marketing Concepts

- > Recognise the main legal and regulatory obligations when digital marketing in your country.
- > Understand the importance of having policies and access controls in place for staff using company digital marketing accounts.

### > Web Presence

- > Outline the typical steps to create a web presence like: register an appropriate website address, register with a website hosting service, design and built your site, promote your site.
- > Understand the term content management system (CMS)

### > Website Considerations

- > Understand the main parts of a website like: homepage, company and contact information, news, services/product description, search, e-commerce facility, sitemap.
- > Recognise good practice in creating website content like: audience focused, clear and concise, use of keywords, consistent branding, quality images and videos, regularly updated

### > Search Engine Optimisation

- > Understand the term search engine optimisation (SEO)
- > Understand the terms page title, URL, description tag, meta tag, headings, alternative text and their importance for SEO

### > Social Media Platforms

- > Understand common social media marketing elements like: choosing appropriate platforms for target audience, planning and creating suitable content, tracking campaign, evaluating campaign

### > Social Media Accounts

- > Create, edit social media business profile information like: biography, images, URL, contact details, category
- > Create, edit, delete a post on a social media profile like: news, event, poll, offer

### > Social Media Management

- > Understand the term social media management service and identify some common social media management services, understand the term scheduled post. Scheduled a post

- ❖ **80% Course Fee Subsidy, capped at \$17/hr (SC aged ≤ 39/SPR)**
- ❖ **90% Course Fee Subsidy, capped at \$25/hr (SC aged ≥ 40/ SMEs)**
- ❖ **Absentee Payroll**  
**80% of hourly basic salary, capped at \$4.50/hour for non-SMEs and \$7.50/hour for SMEs.**

SME	NON-SME	SELF-SPONSORED	Full Course Fee	Training Grant	Amount Payable
- All SC & SPR	→	→	\$513.60	- \$400.00 =	<b>\$113.60</b>
⊗ - SC aged ≤ 39	→	→	\$513.60	- \$272.00 =	<b>\$241.60</b>
⊗ - All SPR	→	→			

All prices stated are inclusive of 7% GST

SC : Singapore Citizen  
SPR: Singapore Permanent Resident  
⊗ : Not Applicable

*\*SMEs are defined as companies with  
(i) at least 30% local shareholding; AND  
(ii) Group annual sales turnover of not more than \$100 million OR Group employment size of not more than 200 employees.*

### Funding Eligibility

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Singapore Citizens or Permanent Residents (PR) of Singapore
2. Attain at least 75% course attendance
3. Successfully complete assessment & certified as competent
4. Participant has not enjoyed funding for the same course before
5. For company-sponsored participants, training is fully sponsored by companies, which are registered or incorporated in Singapore

Please refer to SNEF website for available dates  
Duration : 2 days, 8:30am to 5.30pm (16 hours)  
Mode of training : Online e learning using Zoom

Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)  
Click on Training > Programmes & Courses > SNEFDigital

## Enquiries:

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