



Up to 70% Subsidies & SkillsFuture Credit Eligible



Accredited by the Institute of Banking and Finance (IBF)



Top Trainers who are Veterans in their Fields



Social Media Marketing Course

Give your business a boost in the digital world

Course Overview

This compact 24-hour course will give learners hands-on experience in setting up and running social media campaigns.

Guided by an industry expert, they will also gain insight into making strategic social media marketing strategies and best practices.

The course curriculum includes group discussions and brainstorming sessions, allowing trainees to exchange ideas and experiences. Learners will be equipped with everything they need create effective social media advertisements and to track and improve the performance of their ads.

Course Highlight (Learning)

- **Choose The Right Digital Platforms -** Navigate popular platforms like Facebook, Instagram, TikTok and LinkedIn and find the best fit for your audience
- **Plan Your Social Media Strategy -** Craft a potent social media strategy with an understanding of what users want to see
- **Tell Your Brand's Story -** Use content strategy to drive home what your business stands for
- **Run Effective Ads -** Learn and practice hands-on strategies to set up appealing advertisements on Facebook, Instagram and Tiktok
- **Improve Your Social Media Campaigns -** Conduct social media audit & re-optimize ads based on key metrics to generate better result
- **Never Lack For Content Again -** Get hands-on experience in developing a Social Media Calendar filled with engaging content



Modes of delivery:
Face-to-Face Class

Duration:
24 Hours

Course Outline

Course Ref. No.:
TGS-2022601467

♥ 142 💬 37 👤 27



1. Role of social media for brands and consumers in today's omnichannel environment.

- Understanding the consumer journey and the role that social media plays.
- Comparing both traditional and digital channels.
- Introducing the G-M-H-T 4-step process to crafting a social media strategy.

2. Evaluate different Social Media platforms and Identify Brand and Conversion Objectives.

- Overview of digital landscape and social media platforms.
- How to identify both brand and conversion objectives for social media.
- Conducting a social media audit to identify gaps and opportunities.

3. Develop a product/brand positioning and content framework for social media.

- Introduce the content framework and framework components for social media.
- Craft a compelling social media proposition for your brand/product.
- Identify content pillars and segments for your content framework.

4. Create compelling content and campaign ideas for social media with evaluation of risks.

- Storytelling on Social Media.
- Evaluating Risk and Identifying Crisis Scenarios.
- Creating content and campaigns for social media.

5. Setup and optimize audience-building tools and social media ad campaigns on Facebook & Instagram for maximum results and ROI.

- Introduction to social media metrics, paid media strategies and audience building tools on Facebook.
- Walkthrough of Facebook Ad Manager.

6. Evaluate and measure social media success.

- Introduction to measurement frameworks and attribution models.



Class Schedule:

3 full days, 9am-6pm

Course Developer



Kelvin Koo

As the winner of more than 45 marketing effectiveness awards in the last 6 years, Kelvin is one of the most awarded marketers in Singapore.

A true digital marketing practitioner with more than 18 years' experience in the digital marketing field, he currently serves as Managing Director of a global marketing agency based in Singapore.

Audience/Pre-requisites

Audience:

- Beginners with little-to-no experience in Social Media Marketing
- Business owners looking to use Social Media to improve their business
- Anyone interested in Social Media Marketing

Pre-requisites:

- Basic English skills (reading and writing)
- Basic computer skills (downloading files, using Zoom, etc.)

Training Provider



Unicorn Financial Solutions

Established in 2011, Unicorn Financial Solutions is Singapore's leading independently-owned financial solutions provider.



**>\$0.5 bil.
assets under
advice and
management**



**12,000 clients
served**



**10 years of
service
experience**

Testimonials

"Kelvin is very patient with us and guides us properly into the course content. He is very experienced and knowledgeable. I had great and fun time learning the course and looking forward to attend future courses with him again.

- Lee Shih Hsia, Graduate, 2022

Course Fees & Fundings

Full course fee \$1,728.00 (W/ GST)

Individual Sponsored

| | |
|------------------------------|--------------------------------------|
| Singaporeans Age 40 & Above | After Course Fee Subsidies: \$608.00 |
| Singaporeans Age 21-39 & PRs | After Course Fee Subsidies: \$928.00 |

Up to 70% Subsidies Support

- Singapore Citizens aged 40 years old and above will be eligible for 70% co-funding of direct training costs
- Singapore Citizens 21-39 years old and PR will be eligible for 50% subsidy

SkillsFuture Credit Eligible

- Singaporeans may use their SkillsFuture Credits to offset remaining post-subsidy

1. When do courses take place?

Classes take place over a period of 3 days, from 9am-6pm. Check the Course Schedule for more information.

2. How are lessons conducted? Are there in-person lessons?

At this time, lessons are conducted solely in-person. As our classroom venue varies per intake, please contact us through the form above for the venue of any upcoming classes. Upon Registration, an email with the class venue will be sent to you as well.

3. What is the maximum headcount per class?

Each class is capped at 24 pax

4. What is Social Media Marketing?

Social media marketing is a digital marketing strategy that uses social media platforms like Facebook, Instagram, Twitter, and LinkedIn to promote products or services. The idea is to create and share content that engages users and encourages them to share it with their own networks, thus increasing brand awareness and potentially driving sales. Social media marketing can also involve paid advertising on these platforms, targeting specific demographics and interests to reach potential customers.