

COURSE DURATION

16 hours

COURSE SYNOPSIS

Digital Advertising refers to marketing through online channels and platforms like websites, streaming content. The purpose is to promote the brand or to generate sales for the organization. The art of using digital advertising is important as it helps businesses to connect with customers when they are online. It is one of the most effective form of reaching out to potential clients.

This intensive 2-day course will equip learners with a thorough understanding of how to deploy digital advertising solutions as well as made aware of how to use each platform for maximum effect. Learners will understand the concept behind digital advertising as well as learn how the different platform works.

COURSE OBJECTIVES

By the end of this course, learners will be able to:

- Understand and differentiate the different digital advertising platform
- Understand the suitability of each platform
- Develop a plan of how to implement each digital advertising platform
- Evaluate the results of the various platform using online tools

TARGET AUDIENCE (SUPERVISORY AND MANAGERIAL)

The job role(s)/occupations that this unit would be relevant to may include all occupations in all industries. Some example are Sales and Marketing, Business Development.

ASSUMED SKILLS

Learners must:

- Be able to operate a personal desktop computer.
- Be able to listen and speak English at a proficiency level equivalent to the Employability Skills Workforce Skills Qualifications (“ES WSQ”) Workplace Literacy (“WPL”) level 5.
- Be able to read and write English at a proficiency level equivalent to ES WSQ WPL level 5.

- Be able to manipulate numbers at a proficiency level equivalent to ES WSQ Workplace Numeracy (“WPN”) level 5.
- Have knowledge of the basic concepts of Digital Marketing.

INSTRUCTIONAL METHOD

- Lecture
- Demonstration
- Practical exercises
- Case study

COURSE CONTENT

1) The Fundamentals of Digital Advertising Campaigns

- Organic vs Paid
- Digital Marketing vs Traditional Marketing
- How budgeting works in Digital Marketing?
- Advertising Objectives (Facebook/ IG/ Google)
- Key Digital Marketing laws in SG
- Types of Content
- Persona

2) Creating a Compelling Digital Advertisement

- What is a Digital Marketing Strategy?
- 5 Stages of Consumer Awareness Cycle
- Copywriting
- Digital Storytelling

- Designing your Logo, Banner and Ads
- Facebook Page and Instagram Account

3) Monitoring Digital Data to Determine Campaign Performance

- Why Data Analysis?
- Google Analytics
- Google Analytics Metrics

4) Introducing Re-Targeting Options for social media

- What is retargeting
- Facebook Pixel
- How to create retargeting audience in Facebook/ Instagram
- Customer Audience in Facebook/ Instagram
- About website Customer Audiences
- Customer List Custom Audience
- Engagement Customer Audiences