



# DIGITAL MARKETING

[CRS-Q-0040961-RET]



## CERTIFIED SKILLS FOR A DIGITAL WORLD

### DIGITAL CAMPAIGN MANAGEMENT (ICDL DIGITAL MARKETING)

- Web Presence Options, Considerations & SEO
- Social Media Platforms and Accounts
- Social Media Management, Marketing & Promotion Activities
- Online Marketing & Advertising
- Web, E-mail Marketing & Online Advertising Analytics, Social Media Insights



**GLOBALLY  
RECOGNISED  
STANDARD**



**SSG APPROVED  
& SFC ELIGIBLE**



**OVER 16 MILLION  
PEOPLE CERTIFIED  
WORLDWIDE**



**DIGITAL SKILLS FOR  
OCCUPATIONAL  
EFFECTIVENESS**

**ENQUIRE NOW!**

+65 6235 5685

info@sstc.edu.sg

TRAINING LOCATION CONNECTED TO **FARRER PARK MRT [NE8]**



Cert. No.: EDU-2-2049  
Validity : 08/05/2017 - 07/05/2021

SSTC Institute  
Reg. No. 200402964R  
Validity: 20/05/2019 - 19/05/2023

## MODULE GOALS



### Successful candidates will be able to:

- ✓ 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 CONTENT



### 1. DIGITAL MARKETING CONCEPTS

- 1.1 Key Concepts
- 1.2 Planning

### 2. WEB PRESENCE

- 2.1 Web Presence Options
- 2.2 Website Considerations
- 2.3 Search Engine Optimisation

### 3. SOCIAL MEDIA SETUP

- 3.1 Social Media Platforms
- 3.2 Social Media Accounts

### 4. SOCIAL MEDIA MANAGEMENT

- 4.1 Social Media Management Services
- 4.2 Marketing and Promotion Activities
- 4.3 Engagement, Lead Generation and Sales

### 5. ONLINE MARKETING & ADVERTISING

- 5.1 Online Advertising
- 5.2 E-mail Marketing
- 5.3 Mobile Marketing

### 6. ANALYTICS

- 6.1 Getting Started
- 6.2 Web Analytics
- 6.3 Social Media Insights
- 6.4 E-mail Marketing and Online Advertising Analytics

## COURSE DETAILS



### DURATION

15 hours and 15 minutes (training hours)  
45 minutes (assessment)

### MODE OF TRAINING

Full Time/Part Time

### COURSE LANGUAGE

English

### ENTRY REQUIREMENTS

Demonstrate listening, speaking, reading, and writing skills (English) at a level equivalent to Employability Skills System (ESS) Literacy Level 4  
Demonstrate numeracy skills at a level equivalent to Employability Skills (ESS) Numeracy Level 4

### COST COMPONENTS PER TRAINEE

Course Fee (excluding GST)	\$500.00
Goods and Services Tax	\$35.00
<b>TOTAL</b>	<b>\$535.00</b>

### ICDL COURSES@SSTC

Word Processing	Advanced Presentation
Advanced Word Processing	Online Collaboration
Spreadsheets	Secure Use of IT
Advanced Spreadsheets	Image Editing (Photoshop)
Presentation	ICT in Education