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:

- Distinguish the functions and operation of the top performing digital platforms

- Create a media-friendly creative that adheres to the rules and regulations of the social media platform as well as intellectual property considerations and that also aligns with the organization's marketing strategies, operational plans and budget

- Trace digital data from the creatives implemented on a digital tool to determine the effectiveness of the campaign

- Explain advertising scheduling tools and options

- Evaluate innovative ideas that could optimise social media presence

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:

- Learners must be able to read, write, speak and listen to English at secondary school level

- Be able to operate a personal desktop computer.

- Have knowledge of the basic concepts of Digital Marketing.

INSTRUCTIONAL METHOD

Lectures, demonstration, case studies and hands-on activities designed to provide practical experiences with skills being taught.

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