



Course Code: TGS-2020505996

WSQ - Mastering Facebook Social Media Marketing for High-Impact Lead Generation

Funding Available: WSQ SkillsFuture Credit PSEA UTAP SFEC Absentee Payroll MCES

COURSE INFORMATION

Sessions 2 days	Duration 16 hrs	Level Beginner	Assessment 2 hrs
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VENUE
 12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.
 The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

- Topic 1: Plan a Facebook Social Media Marketing Campaign
 - Overview of Facebook Social Media platform
 - Examples of Facebook Advertisements
 - Map Out Customer Journey Using Customer Personas Tools
 - Competitive and Audience Analysis Using Facebook Audience Insights
 - Develop a Facebook Social Marketing Plan
- Topic 2: Create a Facebook Social Media Marketing Campaign
 - Market Penetration Potential of Facebook in the Local Context
 - Create Facebook Group or Facebook Page for Company/Brand
 - Optimize Facebook Page for...

WSQ FUNDING

Full Fee S\$720.00 Before GST	GST S\$64.80 9% of fee
Baseline Nett S\$424.80 SG/PR age 21+ · 50% funded · incl. GST	MCES / SME Nett S\$280.80 SG age 40+ · 70% funded · incl. GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.
- **OpenCerts from SkillsFuture Singapore** - After passing the assessment(s) and achieving at least 75% attendance, participants will receive an OpenCert (aka Statement of Achievement) from SkillsFuture Singapore, certifying that they have achieved the Competency Standard(s) in the above Skills Framework.

REGISTRATION

<https://www.tertiarycourses.com.sg/wsg-mastering-facebook-social-media-marketing-for-high-impact-lead-generation.html>



SCAN TO REGISTER

SUPPORT

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