



Course Code: TGS-2021003023

WSQ - Driving Brand Engagement with Proven Instagram Social Media Marketing Strategies

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 Social Media Marketing Campaign
 - Overview of various social media platforms
 - Examples of social media advertisements
 - Map out customer journey using customer personas tools
 - Values of building a community of advocates
 - Establish social media objective
 - Develop a social media marketing plan
- Topic 2: Evaluate Social Media Marketing Opportunities and Platforms
 - Social media competitive and audience evaluation using Audience Insight
 - Feasibility and comparison of Using various social media...

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/wsq-driving-brand-engagement-with-proven-instagram-social-media-marketing-strategies.html>



SCAN TO REGISTER

SUPPORT

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