



Course Code: TGS-2023036657

WSQ - TikTok Marketing: Turning Engagement into Leads

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: Formulate TikTok Marketing Strategies
 - Inbound marketing strategies for businesses
 - Customer decision journey mapping
 - Quality vs. quantity - what works on TikTok
 - Engaging with other TikTokers
- Topic 2: Create Viral Content and Implement Market Strategies
 - Policies and guidelines related for TikTok content creation
 - TikTok interface and features
 - How to create viral content on TikTok
 - Understanding TikTok algorithm
- Topic 3: Evaluate TikTok Marketing Campaign
 - Create a TikTok marketing campaign to...

WSQ FUNDING

Full Fee S\$800.00 Before GST	GST S\$72.00 9% of fee
Baseline Nett S\$472.00 SG/PR age 21+ · 50% funded · incl. GST	MCES / SME Nett S\$312.00 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-tiktok-marketing-turning-engagement-into-leads.html>



SCAN TO REGISTER

SUPPORT

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