

## WSQ Digital Campaign Management Level 3

<b>Course Duration</b>	16 Hours	<b>Course Fee</b>	<b>Subsidy &amp; Nett Fees</b>	<b>Mode of Training</b>
		Full Fee: \$520	Please refer to page 2	Classroom

**Certification** You will receive a Statement of Attainment from SkillsFuture Singapore after you pass the assessment.

**Entry Requirement**

- Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5
- Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate
- A minimum of one year of employment experience (preferably in sales and marketing)
- Internet and social media savvy (in personal use)

**Course Objective** This module equips learners with necessary knowledge and skills to execute digital campaign activities and effectively promoting products on social media platform.

### Course Content:

In this course you will learn how to setup an online store using Shopify, starting from strategies to measuring results.

Section 1: E-commerce campaign – strategies, management, setting objectives, tactics, pre-testing methods, online research tools, reviewing pre-test results

Section 2: Choosing right platform for your business, Setting up Shopify ecommerce site, Write product features and benefits, Call to Action, Integrate Shopify with Facebook

Section 3: Content marketing, planning, audit and scheduling. Content curation and creation, Social media marketing, Search engine marketing,



Cert No.: EDU-3-3168  
Validity: 30/12/2021 – 29/12/2022

Email marketing

Section 4: Measure Campaign effectiveness in Web analytics, Micro conversions in e-commerce, Google analytics metrics, Measuring satisfaction, Creating reports

Section 5: Conversion Optimization and Refinement. Analyze user behavior, collect data from different platforms to refine marketing messages, UX Concept, Spilt testing

**Assessment:**

**Scenario-based objective questions**

**Portfolio**

**Oral Interview**

***Subsidy***

WSQ Digital Campaign Management – level 3  
(TGS-2020503766)

	Mid-Career Enhanced Subsidy 40 years old & above	Singaporean 21 to 39 & PR
Course Fee	\$520.00	\$520.00
SkillsFuture Funding	\$364.00	\$260.00
Total Gross Fee	\$156.00	\$260.00
GST 7%	\$36.40	\$36.40
<b>SkillsFuture Credit Deduction/Cash</b>	<b>\$192.40</b>	<b>\$296.40</b>

Eligible for Claim Period: 02 June 2020 - 04 Aug 2022

**Participant need to pass the test to get subsidy**

SSG Advice:

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to choose for the courses available on the SkillsFuture Credit course directory.

PSEA Funding is available for student aged 21-25 Years old (Please Call PSEA Hotline 62600777 to check your balance),

Form for PSEA Funding is available from Genetic Computer School

**Reminder to all learners:-**

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

