

WSQ Facebook and Instagram – Social Media Marketing – Level 3

Course Duration	16 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		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 skill to recognise the marketing opportunities, to plan, execute and optimise marketing campaign on social media platform.

Course Content:

In this course you will learn how to plan and run effective ads campaigns on Facebook and Instagram using Facebook Ads Manager.

Section 1: Choose suitable social media platform, Facebook page for business, Instagram, Matrices to monitor

Section 2: Engaging Customers on Social Media Platforms - Do and Don'ts on Facebook and Instagram, understand Sales Funnel, Create Facebook, Create Instagram and link, manage Facebook Insights, Facebook Business Ads Manager



Section 3: Content Workflow and Guidelines - Copyright and intellectual guidelines, Call To Action, Content planner, Responding on social media

Section 4: Campaign Measurement and Optimization - Social Media Marketing Tools, Hands-on with Hootsuite, Facebook Pixel, Standard Events and Custom Conversions, Facebook Audience and Targets, A/B Testing in Ads Manager, Facebook Tracking and Reporting

Assessment:

- Scenario-based objective questions
- Portfolio
- Oral Interview

Subsidy

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TGS-2020503712

	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
SkillsFuture Credit Deduction/Cash	\$192.40	\$296.40

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) 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

