

## **WSQ RETARGETING AND REMARKETING IN DIGITAL MARKETING – LEVEL 4**

Course Duration	16 Hours	Course Fee	Full Fee: <b>\$850</b>	Subsidy & Nett Fees	Please refer to page 2	Mode of Training	Classroom
<b>Certification</b>	You will receive a Statement of Attainment from SkillsFuture Singapore after you pass the assessment.						
<b>Pre-requisites</b>	<ul style="list-style-type: none"> <li>Familiar with Facebook Business page and actively involves in Digital Marketing or possess high interest in Digital Marketing</li> </ul>						
<b>Entry Requirement</b>	<ul style="list-style-type: none"> <li>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</li> <li>Minimal education qualification is at least 1 GCE 'A' Level pass or 1 GCE 'O' Level pass or 1 GCE 'N' Level or National ITE certificate (Nitec) or equivalent</li> <li>Ability to use Windows and/or Mac OS</li> <li>Ability to use Word Processing and Presentation Software</li> <li>Owns a Google and Facebook account</li> </ul>						
<b>Course Objective</b>	This course is designed to provide essential knowledge and skills in planning, executing and optimization of retargeting and remarketing campaign. Participants will also learn relevant tools used in digital remarketing and retargeting as well as analysing customer buying journey and identify key points at which remarketing and retargeting should take place.						

### **Course Content:**

In this course, you will learn relevant tools used in digital remarketing and retargeting as well as analyzing customer buying journey and identifying key points at which remarketing and retargeting should take place.

Section 1: **Retargeting and Remarketing** – Understanding user journey, Retargeting & Remarketing defined, Elements of retargeting & remarketing strategic sales plan

Section 2: **Planning Retargeting & Remarketing Strategy** – Analyse customer buying journey & sales cycle, Content Marketing, HHH Content Model

Section 3: **Executing Strategy** – Cascading sales targets, Conversion rates, Creating Google remarketing audience, Creating Facebook pixel and custom audience

Section 4: **Optimisation** – Reading sales trends of products performance, Refining retargeting and remarketing

**Assessment:**

**Written Assessment**

**Project Presentation**

**Subsidy**

WSQ Retargeting and Remarketing in Digital Marketing – Level 4 TGS-2020504959			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$850.00	\$850.00	\$850.00
SkillsFuture Funding	\$425.00	\$595.00	\$595.00
Total Nett Fee	\$425.00	\$255.00	\$255.00
GST (9% x \$850)	\$76.50	\$76.50	\$76.50
<b>Total Fee Payable to Genetic Computer School</b>	<b>\$501.50</b>	<b>\$331.50</b>	<b>\$331.50</b>
<b>Age Group</b>	<b>SC 21-39 years old and PR</b>	<b>SC 40 years old and above</b>	<b>Small Medium Enterprise</b>

Eligible for Claim Period: 10 Aug 2020 - 09 Aug 2024

**Please refer to the below link for the Refund Table for SkillsFuture Courses:**

<https://www.genetic.edu.sg/refund-for-skillsfuture-courses/>

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

SSG Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance).

We are pleased to share the following information on the new PSEA Ad Hoc Withdrawal FormSG Application:

- Using only own PSEA: <http://go.gov.sg/psea-withdrawal-tp>
- Using Sibling's PSEA: <http://go.gov.sg/psea-withdrawal-tps>

**Reminder to all learners:-**

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens