

WSQ ATTRACT CUSTOMERS ONLINE USING INBOUND MARKETING - LEVEL 4

Course Duration	24 Hours	Course Fee Full Fee: \$1200	Subsidy & Nett Fees Please refer to page 2	Mode of Training Classroom
Certification	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore			
Pre-requisites	<ul style="list-style-type: none"> Familiar with Facebook business page, and actively involves in digital marketing or possess high interest in Digital Marketing. 			
Entry Requirement	<ul style="list-style-type: none"> 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 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 Ability to use Windows and/or Mac OS Able to use Word Processing and Presentation software Owns a Google and Facebook account 			

Course Objective This course is designed to provide strategies to attract customers taking opportunities to use emerging technologies and marketing trends. It covers critical customer segments, user interface and user experience, crafting an inbound marketing plan, executing it and improving it.

Course Content:

In this course, participants will learn the method in crafting an inbound marketing plan taking into account emerging market trends and the organisations' product roadmap to convert more visitors to leads, and more leads to customers.

Section 1: **Introduction to Inbound Marketing**

- ✓ Identify critical customer segments, market gaps and competitors. Organization's business model and revenue drivers.

Section 2: **Planning an Inbound Marketing Campaign**

- ✓ Identify emerging marketing trends and technologies. Highlight impact of various market trends on the organisation's key business and expected performance.

Effective From: 30/04/2024

Section 3: Campaign Executive

- ✓ Support the development of marketing strategy and develop materials to communicate marketing strategy internally. Lead action planning and implement of marketing efforts.

Section 4: Optimisation

- ✓ Enhance new roadmaps and marketing plans to align with critical trends and developments. How to optimise inbound digital marketing campaigns by analysing their traffic and conversion data.

Assessment:

Written Assessment

Project Presentation

Subsidy

WSQ Attract Customers Online using Inbound Marketing – Level 4 TGS-2020504922			
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	\$1,200.00	\$1,200.00	\$1,200.00
SkillsFuture Funding	\$600.00	\$840.00	\$840.00
Total Nett Fee	\$600.00	\$360.00	\$360.00
GST (9% x \$1200)	\$108.00	\$108.00	\$108.00
Total Fee Payable to Genetic Computer School	\$708.00	\$468.00	\$468.00
Age Group	SC 21-39 years old and PR	SC 40 years old and above	Small Medium Enterprise

Eligible for Claim Period: 01 Aug 2020 - 31 Jul 2026

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

Effective From: 30/04/2024