Transforming Marketers For The Digital Economy

Equinet Academy is a SkillsFuture Singapore (SSG) Approved Training Organisation (ATO) accredited under the WSQ Skills Framework for InfoComm Technology (ICT).

Digital Marketing Core Modules

Digital Marketing Foundations (Fundamentals)
Dive into real world use cases of various digital marketing channels and develop an essential digital marketing plan for your business in this 1-day hands-on digital marketing course.

Digital Advertising Strategy
Acquire the skills to strategise a digital advertising plan by choosing the right digital advertising channels. Utilize Google ads to set up and run campaigns and track your paid channel performance.

Digital Content Creation & Content Marketing
Discover emerging trends in digital content creation whilst mastering the art of content marketing. Be informed on how to conduct a content audit and measure content marketing efforts.

Social Media Marketing Strategy & Optimisation
Grasp the 6-step social media marketing framework to enhance revenue by attaining higher brand awareness, deepening customer relationships, and cultivating leads. Gain followers and prospects by improving public perception.

Search Engine Optimisation (SEO) Strategy
Rank your website on the 1st page of Google by devising actionable SEO strategies. Specialise in managing SEO campaigns through the lens of an SEO head.

Email Marketing & Marketing Automation
Increase profits and marketing productivity by understanding the technical features & capabilities of email marketing software. Be well-versed in streamlined customer lifecycle, lead generation and leading nurturing campaigns.

Digital Marketing Analytics (Google Analytics)
Master the Google Analytics 4 Platform by interpreting qualitative & quantitative data to maximise your marketing ROI. Transform digital marketing data into actionable optimisation plans to make better marketing decisions.

Certified Specialist (CS) Programmes

The **Certified Digital Marketing Strategist (CDMS) v2 Programme** is a certificate-level course.
Complete all 7 core modules to become a Certified Digital Marketing Strategist v2.

1	2	3	4	5	6	7	
DIGITAL MARKETING ESSENTIALS	DIGITAL ADVERTISING	SOCIAL MEDIA MARKETING	DIGITAL CONTENT MARKETING	SEARCH ENGINE OPTIMISATION	EMAIL MARKETING	DIGITAL MARKETING ANALYTICS	CERTIFIED Digital Marketing Strategist

Certified Content Marketing Specialist (CCMS)
Become a certified expert in creating and distributing valuable content to attract and retain customers. Master the art of storytelling and content strategy to engage your audience.

Certified Digital Advertising Specialist (CDAS)
Earn certification in managing and optimising digital advertising campaigns across various platforms. Develop the skills to analyse performance and refine strategies for better return on ad spend results.

Certified Digital Marketing Analyst (CDMA)
Gain certification in analysing digital marketing data to inform strategic decisions and improve performance. Learn to interpret metrics and translate insights into actionable plans.

Certified Ecommerce Specialist (CES)
Achieve certification in ecommerce management, covering key aspects from strategy to execution. This programme equips you with the knowledge to excel in the online retail and digital space.

Certified Landing Page Design Specialist (CLPDS)
Obtain certification in designing effective landing pages and websites that drive conversions. Focus on aesthetics and functionality to create compelling digital experiences.

Certified SEO Specialist (CSEOS)
Become a certified specialist in search engine optimisation to improve website visibility and rankings. Learn techniques to enhance organic search performance and attract more visitors.

Certified Social Media Marketing Specialist (CSMMS)
Earn certification in creating and executing successful social media marketing strategies. Understand platform-specific tactics to engage audiences and build brand loyalty.

For more detailed course & funding information, please visit:
www.equinetacademy.com/dmc

Advanced & Elective Modules

Course Title	Course Description	Duration
Advanced Digital Marketing Analytics (GA4)	Acquire in-depth understanding of Google Analytics. Learn to track extensive data points, setup ecommerce tracking and customise data for business needs. Obtain deeper insights from analytics to drive important business decisions.	2 Days (16 Hours)
Advanced Search Engine Optimisation	Learn expert-level SEO techniques that experienced practitioners apply on a day-to-day basis. Level up your SEO skills by the end of the course, with live case studies and in-class implementation of advanced SEO strategies.	2 Days (16 Hours)
Advanced Social Media Management	Discover advanced Social Media strategies derived from behavioural economics, storytelling, data analytics, and brand building. Try out tools & techniques to manage and develop SOPs for social media success.	2 Days (16 Hours)
AI in Digital Marketing	Leverage artificial intelligence to enhance your digital marketing strategies and drive better customer engagement. Discover how AI can transform your marketing efforts and deliver personalised experiences.	2 Days (16 Hours)
Digital Branding & Brand Strategy	Learn all you need to know about developing a successful brand strategy – from the elements of your brand identity to what you should do in a crisis to manage your brand reputation.	2 Days (18 Hours)
Digital Copywriting & Content Writing	Master the art of writing with clarity and purpose. Get equipped with the tools to write engaging content and persuasive ad copy for various digital channels, to grow your audience and lead them to perform the desired actions.	2 Days (16 Hours)
Digital Marketing Strategy	Embark upon the ever-changing digital marketing landscape by redefining your digital marketing strategy. Gain depth into the concepts of digital marketing strategy, campaign development & implementation.	2 Days (16 Hours)
Ecommerce Essentials	Learn the fundamental principles of ecommerce to successfully launch and manage your online store. This course covers key aspects of setting up an online business and attracting customers.	1 Day (8 Hours)
Ecommerce Marketplaces (Shopee & Lazada)	Gain insights into effectively selling on major ecommerce platforms like Shopee and Lazada. Understand the nuances of these marketplaces to boost your online sales.	2 Days (16 Hours)
Ecommerce Strategy	Formulate and implement effective strategies to grow your ecommerce business and increase sales. Explore advanced tactics to stay competitive in the digital marketplace.	2 Days (19 Hours)
Google Ads Strategy & Optimisation	Become proficient in creating & launching Google Search and Display Advertising campaigns to achieve marketing objectives. Measure and optimise ad performance to maximise your return on advertising spend.	2 Days (16 Hours)

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Advanced & Elective Modules

Course Title	Course Description	Duration
Google Tag Manager	Acquire proficiency in using Google Tag Manager to streamline your website's tracking and analytics setup. This handy skill ensures you can set up and manage marketing tags efficiently and accurately.	2 Days (16 Hours)
Landing Page Design	Design high-converting landing pages that enhance user experience and boost conversion rates. Learn best practices in layout, content, and call-to-action placement.	1 Day (8.5 Hours)
LinkedIn Sales & Marketing	Strategically generate leads and market your brand on LinkedIn by leveraging sales & marketing solutions. Tap into the knowledge of LinkedIn advertising, social selling to content marketing along with community building.	2 Days (16 Hours)
Performance Marketing Strategy (Lead Generation)	Master advanced performance Marketing strategies to optimise your digital advertising campaigns and maximise return on investment. This course delves into sophisticated techniques to enhance your advertising effectiveness.	2 Days (16 Hours)
Shopify Store Creation	Build and customise your online store using Shopify's platform to effectively showcase your products. This course guides you through the process of creating a professional and user-friendly ecommerce site.	2 Days (16 Hours)
TikTok Marketing	Master TikTok marketing: from algorithm insights to audience analytics and funnel strategies. Learn TikTok content creation, video production, and advertising effectiveness hands-on in 2 days.	2 Days (16 Hours)
Conversion Rate Optimisation (CRO)	Transform into a data driven conversion rate specialist by understanding website conversion rates. Combine the mindset of a neuro marketer, data scientist and a copywriter to skyrocket your website conversion rates.	2 Days (16 Hours)
WordPress Website & Landing Page Creation	Specialise in building, customising & maintaining a WordPress website. Achieve your business objectives by learning the detailed process of designing impactful landing pages & webpages.	2 Days (16 Hours)

Course Funding

SkillsFuture Credit

What is SkillsFuture Credit? Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

Absentee Payroll

What is Absentee Payroll? Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Post-Secondary Education Account (PSEA)

What is PSEA? Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

Example calculation of funding eligibility - E.g. Original Course Fee: $250
Net payable fees after funding are as follows (inclusive of GST):

	SINGAPOREAN CITIZEN	SINGAPOREAN PR
COMPANY-SPONSORED (SME)	$97.50 Inclusive of GST	$97.50 Inclusive of GST
COMPANY-SPONSORED (NON-SME)	$147.50 Inclusive of GST	$147.50 Inclusive of GST
INDIVIDUAL-SPONSORED (21-39 YEARS OLD)	$147.50 Inclusive of GST	$147.50 Inclusive of GST
INDIVIDUAL-SPONSORED (ABOVE 40 YEARS OLD)	$97.50 Inclusive of GST	$147.50 Inclusive of GST

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You're in Good Company

Industry leading organisations who've sent their teams for upskilling at Equinet and our graduates work for companies like

Equinet Academy

Microsoft · new balance · SONY · IKEA · DHL · FUJI Xerox
Apple · ByteDance · Canon · CISCO · citibank · Shell

Career Development and Organisational Excellence

"Through taking Equinet's course, I have **improved my campaign performance** and was able to spot more opportunities by running more A/B tests. If I were to be a hiring manager, I would be **open to hiring their graduates** as I am confident that the foundational skills the academy imparts are sufficient."

Cassandra Geraldine Chew

"Equinet has contributed to the **development in my role** - I am now **overseeing the Marketing & Communications Department** in my organisation."

Dionne Leow

"Completing courses at Equinet has helped me to **further develop my role in my career**. It has also helped us to **optimise our budget** - instead of hiring a vendor, I am able to implement SEO in-house and **improve my organisation's website traffic and SEO rankings**."

Winny Soong
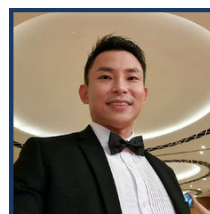
"The knowledge and skills I have picked up from Equinet Academy has **elevated my understanding and ability to carry out my own Google ads marketing**. I am even able to use these skills for **freelance digital marketing jobs**."

Jason Tan Yong Jun

Richard Tan

"This training institution has always been my first choice for tech classes and although I have not been back for a few years, they have not disappointed me. **Student support was very proactive** right from the time I enrolled. Detailed instructions were provided how to apply for SkillsFuture grant which made it easy to submit a claim.

Equinet employs trainers who are **industry leaders and subject matter experts**, most of whom own their own companies dealing with the subject they teach. This assures learners that the information provided is **current and technology used is up-to-date**.

Equinet is the only training provider I know who is **invested in their learners**. Through a programme of follow-up touch points, learners are assured that even some time after their class has ended, they have a lifeline to review the material and ask further questions."

Elaine Tan

"I have enjoyed the courses at Equinet Academy where it's not just learning about new topics but that you are so supported and guided throughout the courses by **professional, industry experts** with **hands-on sessions and real-life examples** that you could relate and in turn, that aided you in your understanding.

What I really appreciate is the openness of all the trainers whom I have met and I was genuinely convinced that the academy is here to **build a community of digital marketers** as you could continue to ask for consultation or discuss with others and network even after the courses.

I also enjoyed meeting people from all walks of life, of different age groups and that makes the learning so much more fun and beyond the classroom."

Jori Goh

"After attending several courses at Equinet Academy, I **quickly secured a digital marketing role** just months later.

Digital marketing was initially a mystery to me, but the classes were incredibly enriching. The bite-sized lessons provided relevant information, enabling me to learn quickly and effectively. One thing I really like about Equinet is the **post-training support** they provide where I am still able to communicate with the trainers and **get actionable advice even after the course**.

The knowledge I have gained boosted my **confidence during my job interviews**. Sharing insights I've mastered helped me stand out to interviewers, making it easier to secure a digital marketing job."

Visit our reviews page

equinetacademy.com/reviews

for more testimonials details

Equinet Academy

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Speak to a Consultant

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WSQ SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

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