



**Transforming
Marketers For The
Digital Economy**



www.equinetaacademy.com

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A photograph of two people in an office setting. A man in a grey blazer and a light blue face mask is gesturing with his right hand while talking to a woman with long dark hair, who is also wearing a face mask. They are sitting at a desk with a laptop and a water bottle visible.

Welcome **Equinet Academy**

The digital marketing workforce in Singapore benefits from the rapid growth of the digital economy. As businesses increasingly rely on digital channels to engage with customers, the demand for skilled digital marketing professionals is expanding.

This growth in the digital economy directly translates to more employment opportunities and enhanced roles within the digital marketing sector.

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About Equinet Academy

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

Up till today, the full potential of Digital Marketing has yet to be fully realised by many companies. It is therefore our mission to train and equip marketing teams with the necessary skills to maximise returns through a vast range of online marketing channels, so they can stay ahead of the competition.

At Equinet Academy, our team of highly qualified professionals have decades of experience in their respective industries, and are dedicated to imparting their knowledge to you. We pride ourselves in delivering quality training, implementing instructional design learning methodologies for effective learning.

Since our inception in early 2013, our courses, events, and workshops have been attended by thousands of individuals, small business owners and representatives from renowned companies such as Fuji Xerox Asia Pacific, Indonesia Stock Exchange, MRCB Land, DHL, NTUC, Singapore Press Holdings, Singtel, IKEA, Singapore Airlines and a number of prestigious academic institutions and government organisations based in Singapore and around Southeast Asia.



Our Mission

“To enhance the skills and competencies of marketing personnel in Singapore and Southeast Asia and accelerate the process of digital marketing transformation across all industry sectors, by delivering bite-sized yet comprehensive, short-duration yet outcome-focused training programmes.”

Our Vision

“To have every business equipped with competent marketing personnel, improving productivity and innovation and maximising returns across all industry sectors in Singapore and the Southeast Asia region, boosting global economy as a result.”

Core Values

- ✓ **Excellence:** Being the best in all our endeavours and leading by example
- ✓ **Quality:** Providing true value to people
- ✓ **Unity:** Fostering team spirit and togetherness to achieve greatness
- ✓ **Integrity:** Ethicality, morality, and sincerity are our forefront principles
- ✓ **Nimbleness:** Being the first, quick in addressing issues, and producing effective solutions
- ✓ **Enjoyment:** Making work and learning fun and enjoyable
- ✓ **Transformation:** Producing big changes and improvements across all industry and sub-sectors

What We Do



Training Courses

We offer training courses on the various digital marketing disciplines. Post-training support is also provided to assist graduates during on-the-job implementation.



Free Resources

Our resource library, packed with free guides and actionable templates, is dedicated to helping marketers enhance their digital marketing campaigns.



Events

We organise and run networking events, sharing sessions, and short workshops to share knowledge and foster a stronger community in the field of digital marketing.

When training organisations utilise subject matter experts who are also experienced facilitators, the actual transfer of skills and knowledge in the classroom is remarkable.

Dylan Sun, Managing
Director, Equinet Academy

Why

Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- ✓ Industry-recognised WSQ Statement of Attainments
- ✓ Real world hands-on projects
- ✓ Comprehensive, up-to-date curriculum and courseware
- ✓ Post-course coaching and mentorship
- ✓ Career support services and job opportunities
- ✓ Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

in our community and have
learned at Equinet

4/5

Quality Rating on Qualtrics



How

We're Different

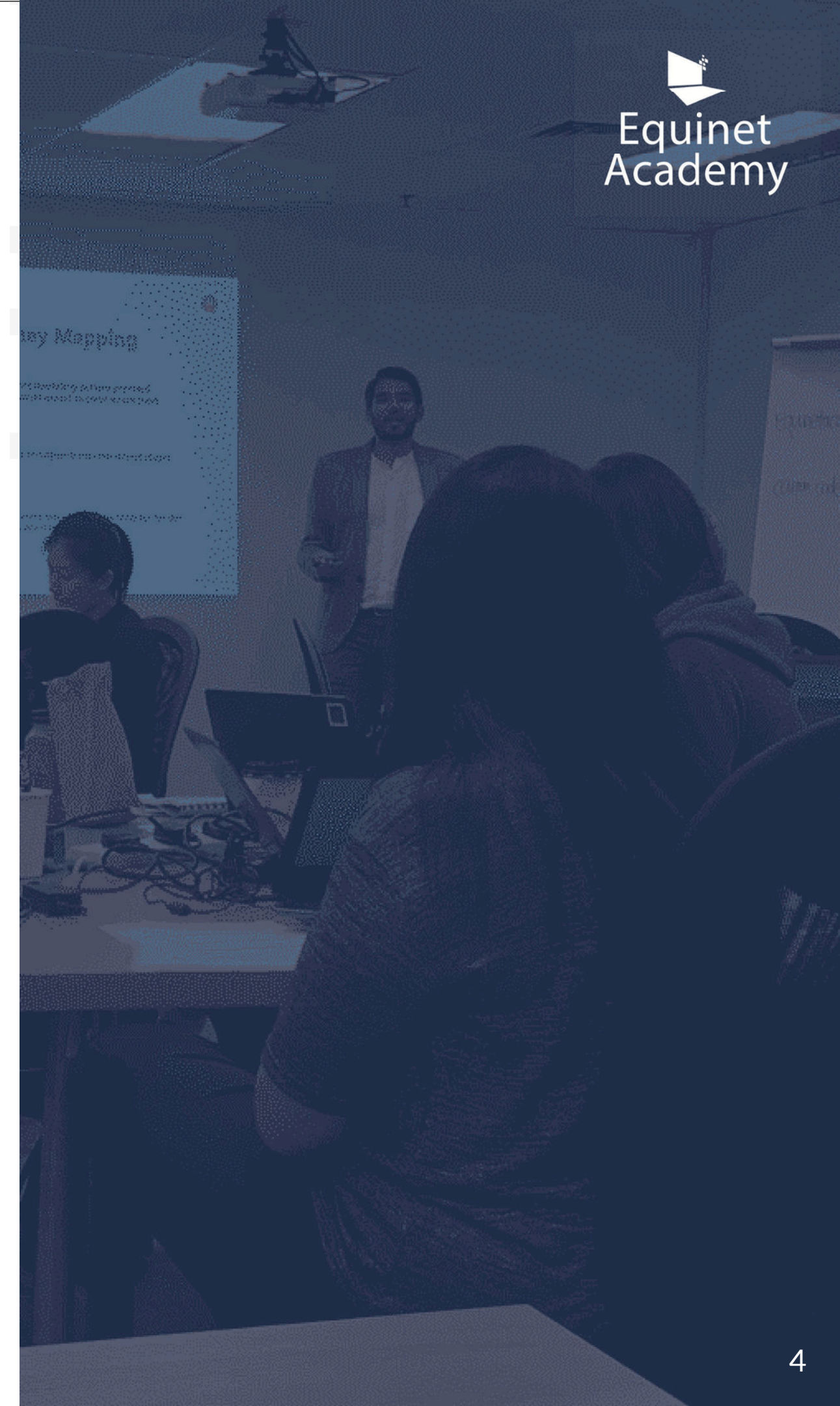
We pride ourselves in delivering quality training and comprehensive post-training support. Trust us to be your learning partner and excel in digital marketing.

Why Equinet

- ✓ Instructors are subject matter experts.
- ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✓ Courseware is up-to-date
- ✓ Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)
- ✓ Training is hands-on with real world project-based assignments
- ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✓ Complimentary resit of all modules within 3 years
- ✓ Post-training support
- ✓ Career support and job matching

Other Institutes

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Instructors' teaching experience may be inadequate
- ✗ Courseware may be outdated
- ✗ Curriculum and lesson plan may be unstructured and lack engagement
- ✗ Training may be loaded with lectures without opportunity to practice concepts taught
- ✗ Certificate may not be recognised
- ✗ Retaking of modules may be chargeable
- ✗ Little to no support after the course
- ✗ No career services offered



Structured, Hands-on Learning

We are committed to delivering the best experience at every stage of your learning journey:

- 1 Attend bite-sized digital marketing course modules developed and delivered by industry experts.
- 2 Experience structured and interactive hands-on learning in a classroom setting (online or in-person)
- 3 Gain access to up-to-date courseware (slides, templates, guides) via the Learning Portal
- 4 Get access to complimentary post-training support - Ask Me Anything sessions with industry experts, Insider Community, refresher seats (re-sit the course for free)



Kick Off on Solid Ground and Stay Competitive in the Digital Economy.

Our team of trainers are industry veterans and have over a decade of experience in their respective fields.

All trainers delivering WSQ courses are ACTA/ACLP-certified and have undergone vigorous training on how to effectively engage learners and enhance learning retention through proven instructional design methodologies.

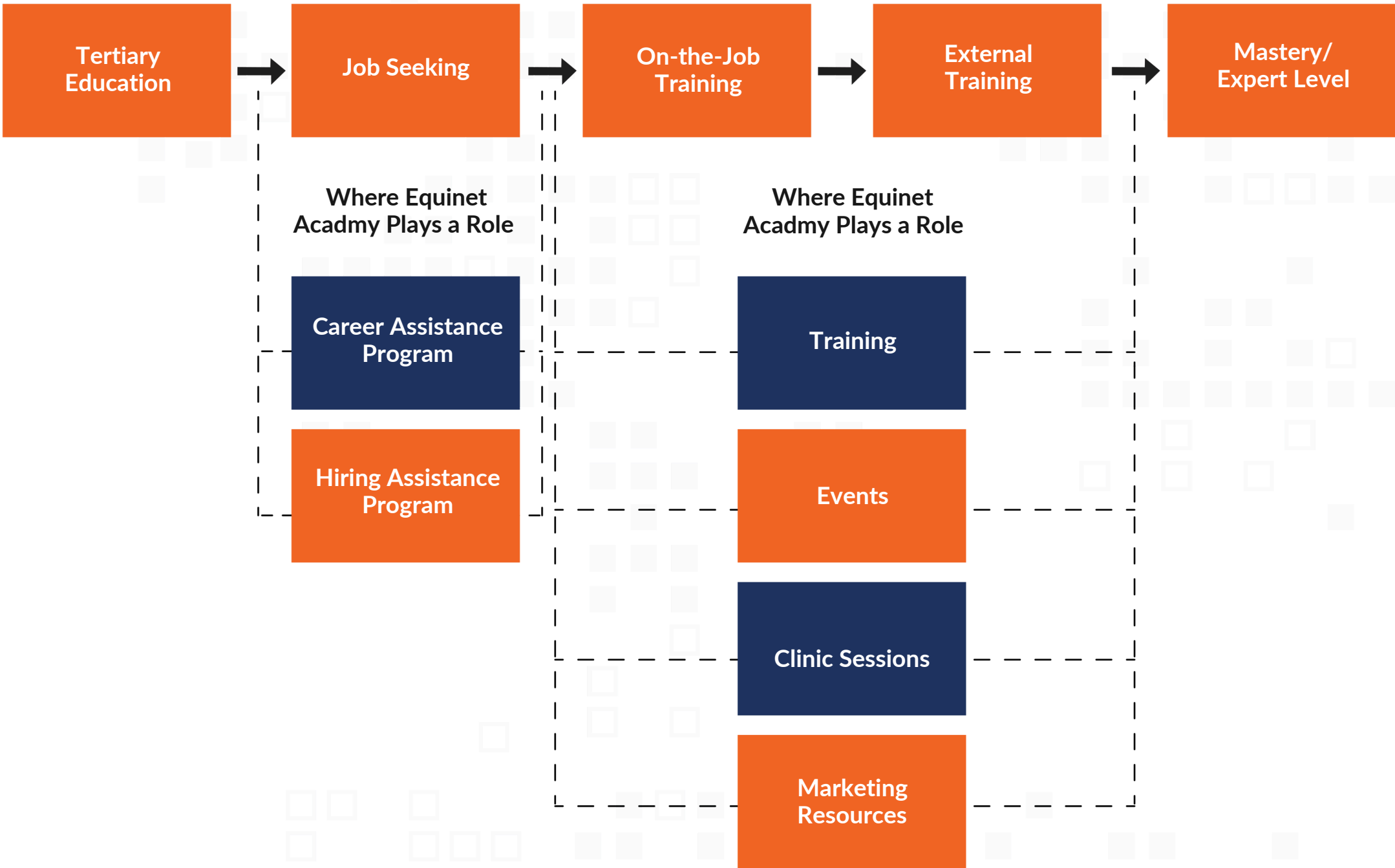
ACTA/ACLP represents the WSQ Advanced Certificate in Training and Assessment or Advanced Certificate in Learning and Performance, delivered by IAL, an institute of Singapore University of Social Sciences (SUSS). It has provided our trainers with the essential skills to effectively deliver training and assessment in digital marketing.

Where Equinet Academy Plays a Role in a Marketer's Career Progression Pathway

As marketing grads graduate from tertiary education and progress into marketing job roles, many find it hard to adapt to a realistic, yet uncertain and ever-changing business environment. To compound this turmoil, the syllabus delivered by tertiary institutions lack the depth and currentness required to tackle the ever-evolving landscape of present-day digital marketing channels and platforms.

Even while marketing grads progress to Executive and Managerial roles and gain several years of marketing experience, they continue to face ongoing struggles on the strategic implementation of various marketing campaigns and initiatives. This is partly due to the lack of time and opportunity while on the job to explore, learn and acquire the tremendous amount of knowledge and skills required to develop and implement effective digital marketing strategies.

This is where Equinet Academy aims to play a key role in accelerating digital transformation within marketing teams. By hosting knowledge-sharing events, publishing useful insights, running public courses, and mentoring trainees, Equinet aims to provide bite-sized, yet comprehensive and actionable tips and insights that will help marketers achieve their organisational goals in a more cost-efficient and productive manner.



Bite-Sized Course Modules, Yet Comprehensive and Actionable

We understand marketers have a lot on their plate. Pressed for time to achieve absurd KPIs, marketers need quick wins and actionable strategies they can immediately apply to their existing marketing campaigns.

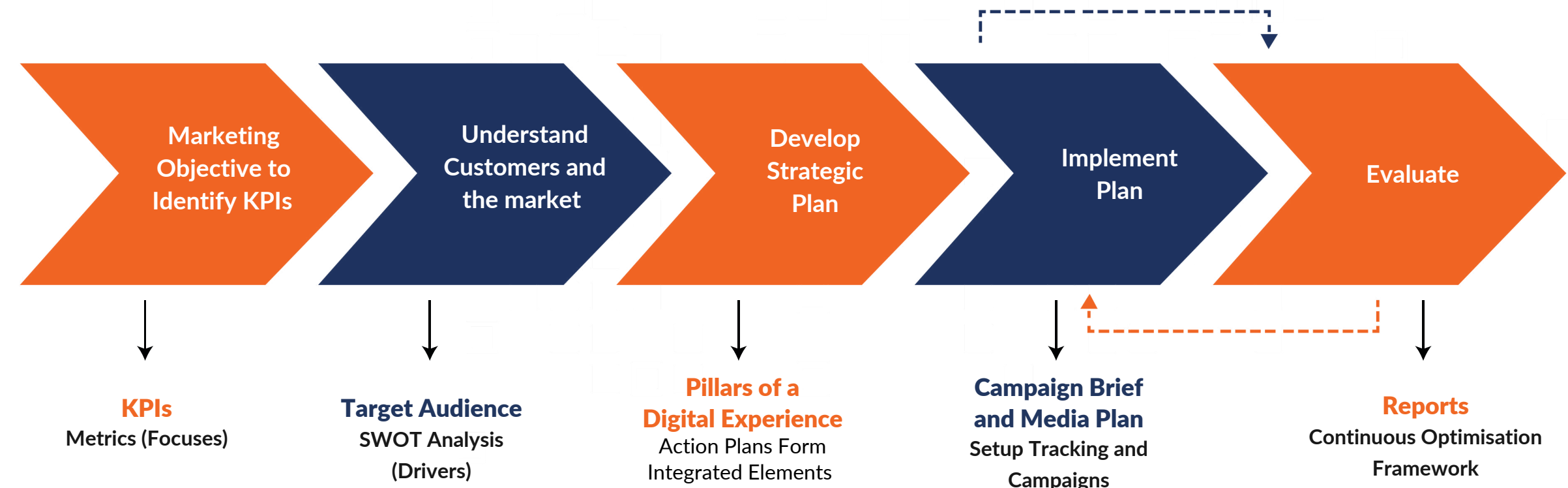
Our course modules are bite-sized (usually short 2-day sessions), yet provide comprehensive insights and actionable processes that marketers can quickly and effectively execute on the job.

Our courses are bite-sized and provide:

- Quick wins
- Actionable strategies and processes
- Comprehensive insights

Shorten Your Learning Curve

Take away actionable strategies in short 2-day sessions. Here's an example of a framework we share in one of our courses to optimise the learning process.



Enhance Your Learning Retention

Transfer your knowledge to real world application.

Interactive, Hands-on Learning

We apply a range of instructional design models in our classrooms to enhance the transfer and retention of knowledge and skills acquired. We also provide a practical learning environment (with laptops provided for every learner) to acquire new digital skills.

Instructional methods include:

Role Play

Group Discussion

Brain Storming

Games

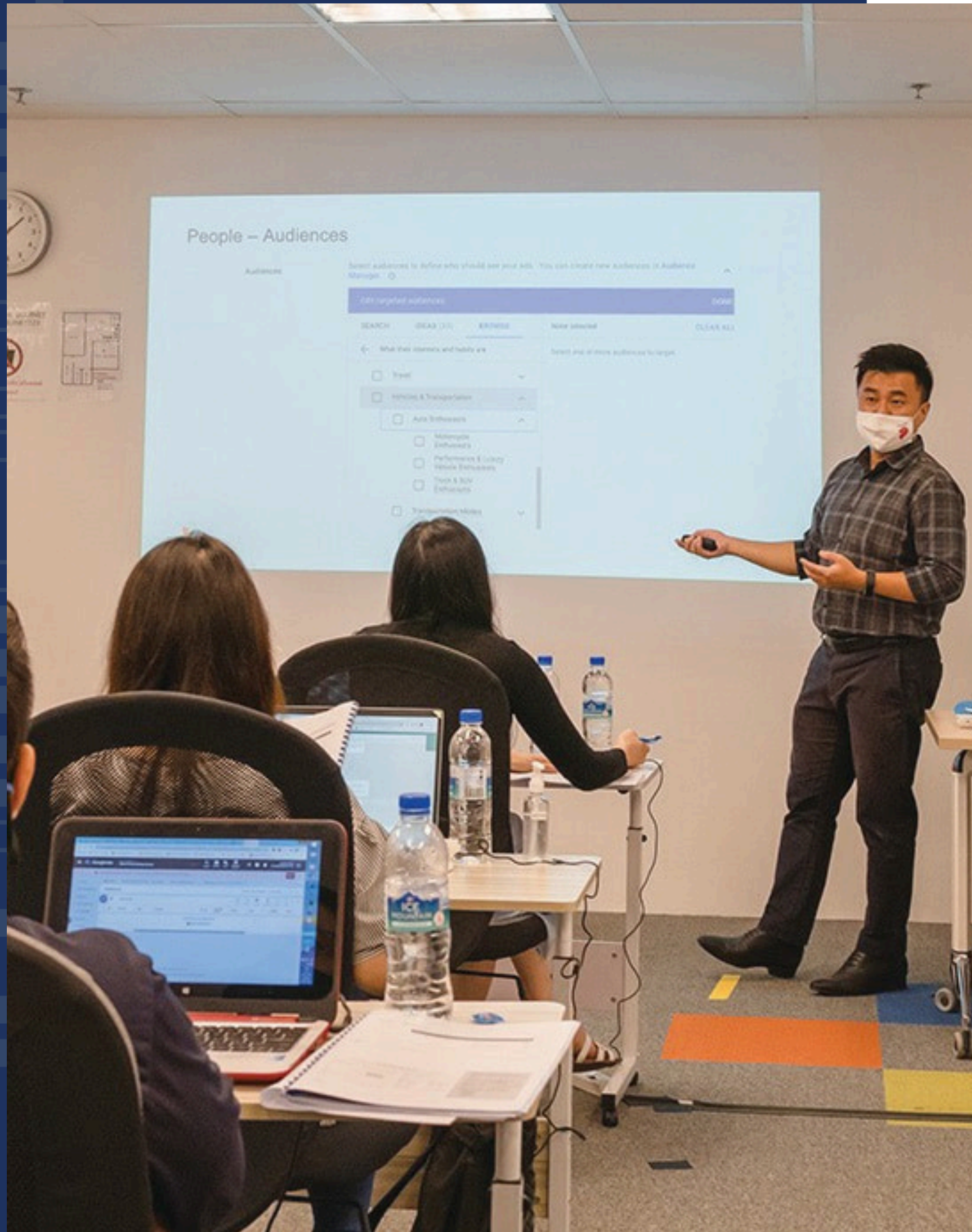
Demonstration & Modelling

Drill & Practice

Interactive Quizzes

Group Presentation

Case Study with Activity Sheet



Structured Learning

We apply Gagne's 9 Events of Instruction to effectively engage learners and promote better learning in a classroom environment.

Gagne's 9 Events of Instruction:

- 1 Gain attention.
- 2 Inform learners of objectives.
- 3 Stimulate recall of prior learning.
- 4 Present the content.
- 5 Provide learning guidance.
- 6 Elicit performance.
- 7 Provide feedback.
- 8 Assess performance.
- 9 Enhance retention and transfer to the job.



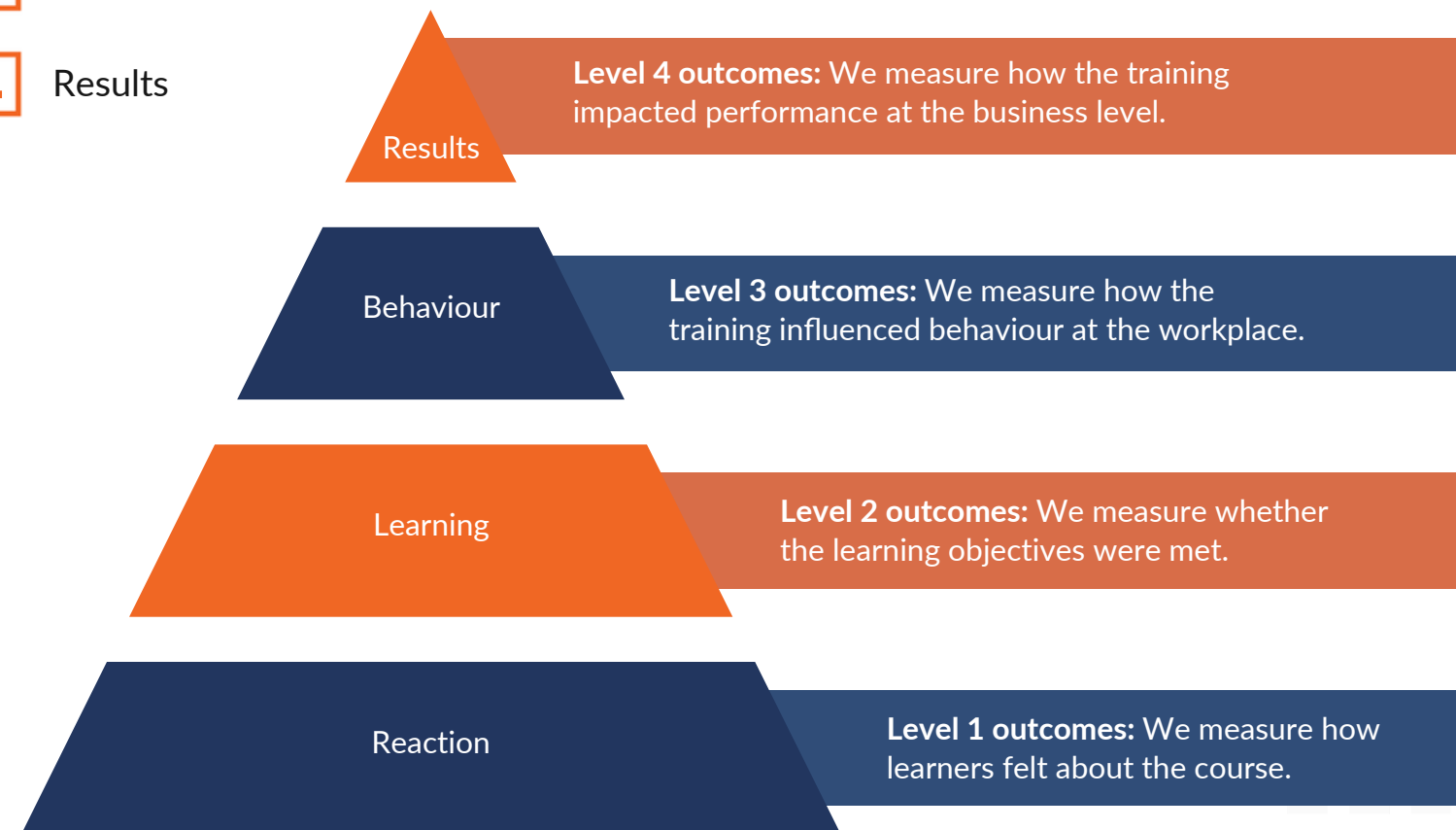
Outcome Focused

We are committed to delivering quality training and achieving favourable learning outcomes.

We Apply Continuous Improvement and Instructional Design Models

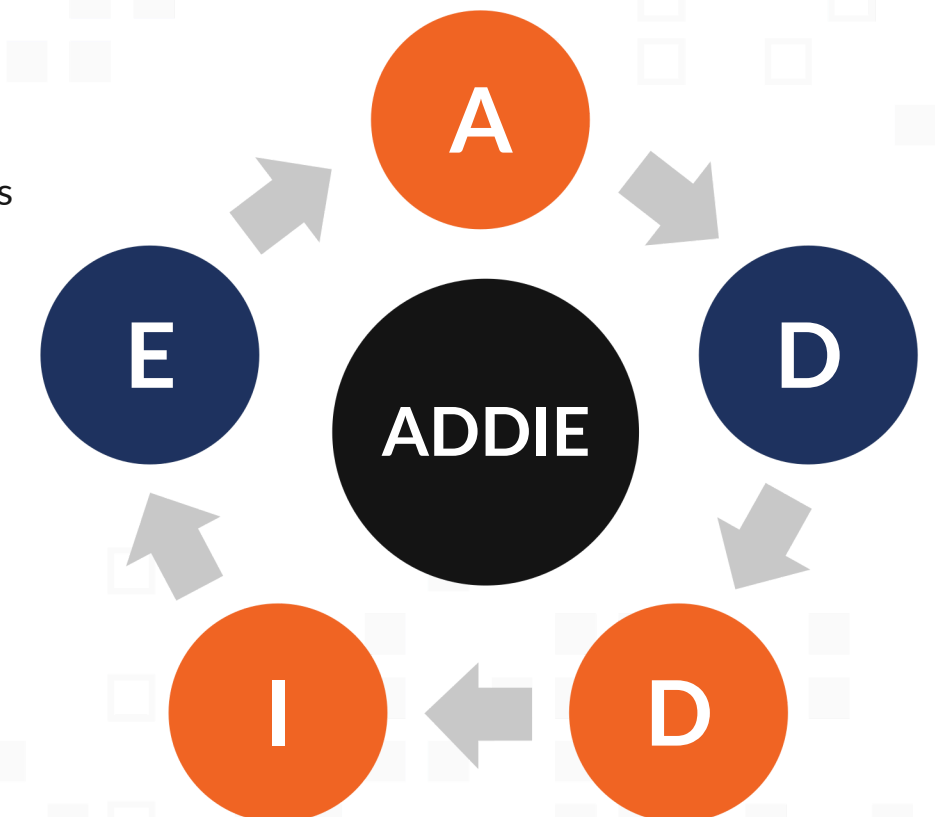
Kirk Patrick's 4 Levels of Learning Outcomes:

- 1** Reaction
- 2** Learning
- 3** Behaviour
- 4** Results



ADDIE Model – For Curriculum and Courseware
Continuous Development and Improvement

- 1** Analyse: Audience, goals, constraints, timelines
- 2** Design: Lesson objectives, activities, content
- 3** Develop: Courseware
- 4** Implement: Training
- 5** Evaluate: Kirk Patrick's 4 Levels



Our Digital Marketing Modules

Browse all digital marketing courses from core, advanced, to elective modules.



Digital Marketing Foundations
(Fundamentals)



Digital Advertising Strategy



Social Media Marketing
Strategy & Optimisation



Digital Content Creation



Search Engine Optimisation
(SEO) Strategy



Email Marketing &
Marketing Automation



Digital Marketing Analytics &
Optimisation (Google Analytics 4)



Advanced Social Media
Management



Advanced Search
Engine Optimisation (SEO)



Advanced Digital Marketing
Analytics (Google Analytics)



Branding and Brand Strategy



Copywriting and Content
Writing



Digital Content Creation &
Content Marketing Strategy



Digital Marketing Strategy



Ecommerce Strategy



Google Ads Strategy
and Optimisation



Google Tag Manager



Facebook & Instagram
Marketing



LinkedIn Sales & Marketing



Conversion Rate
Optimisation (CRO)



WordPress Website &
Landing Page Creation



Landing Page Design



TikTok Marketing



AI in Digital Marketing



Digital Marketing
Transformation

Post-Training Support

We provide post-training support through online forums, direct email, and Post-Training Mentoring sessions via our learning portal.

- 1 Complimentary Refresher**
1 free refresher seat within 3 years after the course.
- 2 Post-Training Mentoring**
Unlimited complimentary Post-Training Mentoring sessions with a subject matter expert for up to 3 years.
- 3 Equinet Academy Insider**
Be part of an exclusive support group where you can post questions, discuss, and get feedback from fellow learners and experts.
- 4 Course Resources**
Get 3-year access to constantly updated Digital Marketing course resources.

WSQ Digital Marketing Courses Accredited by SkillsFuture Singapore

Get hands-on, practical, real-world digital marketing skills, and post-training support. Developed and taught by industry experts and certified trainers.

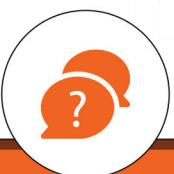


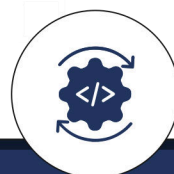
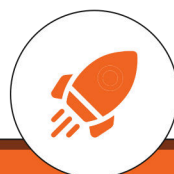


Where is your organisation at?

In order to know where you're going, you first need to know where you are.

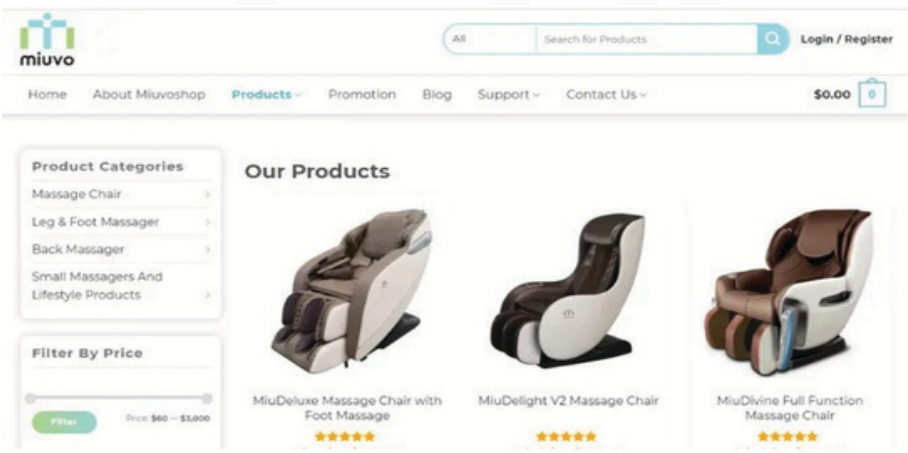
The Digital Marketing Maturity Model is a framework that is used to assess the organisation's current level of digital marketing maturity.

It can be used to help identify what capabilities are required in order to improve an organisation's digital marketing performance.

Digital Marketing Maturity Model						
		Level 1: Passive	Level 2: Initiated	Level 3: Enabled	Level 4: Optimised	Level 5: Ideal
Factors	Mentality and Adaptability	<ul style="list-style-type: none"> Budget prioritised towards traditional marketing initiatives No focus on the customer experience 	<ul style="list-style-type: none"> Leadership buy-in Budget prioritised across integrated channels 	<ul style="list-style-type: none"> Buy-in across entire organisation 	<ul style="list-style-type: none"> Data-driven decision making 	<ul style="list-style-type: none"> Culture of innovation and ready for constant evolution in the digital age
	Synergy	<ul style="list-style-type: none"> Unclear direction 	<ul style="list-style-type: none"> Teams exist in silos and communication is inefficient 	<ul style="list-style-type: none"> Effective collaboration within teams through improved processes and centralised team structure 	<ul style="list-style-type: none"> Cross functional team members Hybrid structure 	<ul style="list-style-type: none"> Decentralised units with central team leading the standards Digital is embedded across functions
	Data Connectivity and Measurability	<ul style="list-style-type: none"> Tracking not set up, no data to account for 	<ul style="list-style-type: none"> Basic tracking set up (e.g. goal tracking) 	<ul style="list-style-type: none"> Integrated analytics Cross device tracking 	<ul style="list-style-type: none"> 360 degree customer view Regular testing and feedback 	<ul style="list-style-type: none"> Sophisticated multi-channel attribution Predictive analytics
	Capability	<ul style="list-style-type: none"> No digital marketing strategy in place 	<ul style="list-style-type: none"> Digital specialists (in-house and/or external) managing some areas of digital marketing Digital marketing strategy in place 	<ul style="list-style-type: none"> Sufficient skilled digital marketing specialists resulting in lesser dependence on external agencies Regular reporting on KPIs with action plans and some level of automation on daily tasks 	<ul style="list-style-type: none"> More automation on daily tasks More accountability for marketing performance metrics (clicks, leads, sales) 	<ul style="list-style-type: none"> T-shaped marketers
	Technology	<ul style="list-style-type: none"> Inactive, reactive adoption of technology 	<ul style="list-style-type: none"> Some adoption of digital platforms and tools improving productivity and output 	<ul style="list-style-type: none"> Adoption of artificial intelligence and machine learning technology 	<ul style="list-style-type: none"> Multiple platforms are integrated and able to operate from one place 	<ul style="list-style-type: none"> Data is readily available to produce actionable insights
Outcomes	Customer Experience	<ul style="list-style-type: none"> Fragmented, inconsistent, mixed messaging 	<ul style="list-style-type: none"> Some personalisation of messaging 	<ul style="list-style-type: none"> Omni-channel customer experience 	<ul style="list-style-type: none"> Automated content personalisation Increased customer loyalty 	<ul style="list-style-type: none"> Seamless customer experience across entire buying journey
	Return on Investment	<ul style="list-style-type: none"> Unclear 	<ul style="list-style-type: none"> High cost per acquisition, some return on investment 	<ul style="list-style-type: none"> Increased conversion rates Improved returns, high stable cost and cost per acquisition 	<ul style="list-style-type: none"> Optimal cost per acquisition Revenue from digital efforts surpass traditional campaigns 	<ul style="list-style-type: none"> Scalable cost control and maximisation of return on investment

Case Studies

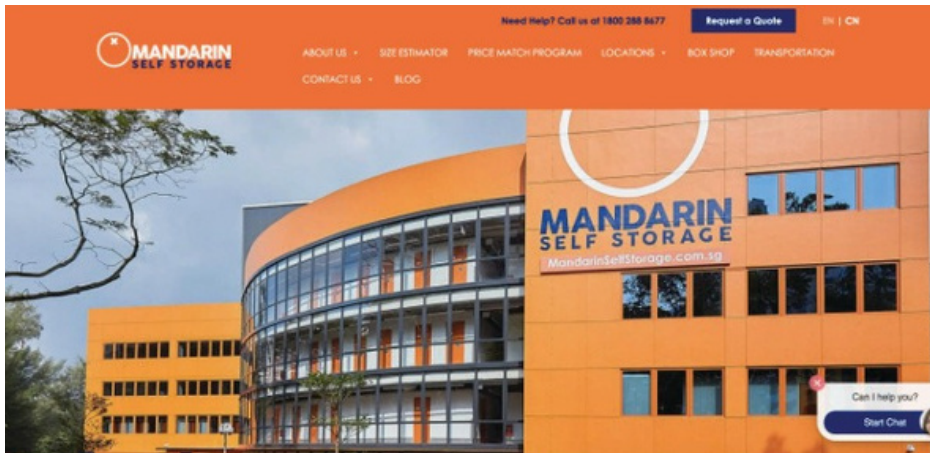
Local Wellness Product Company Maintained Sales Targets Through SEO Despite the Covid-19 Pandemic



Founded in 2011, Miuvo is a local company that specializes in wellness products – particularly massage products such as massage chairs. Their key focus is to provide quality yet affordable products whilst operating within a cost-efficient set up.

[Read More](#)

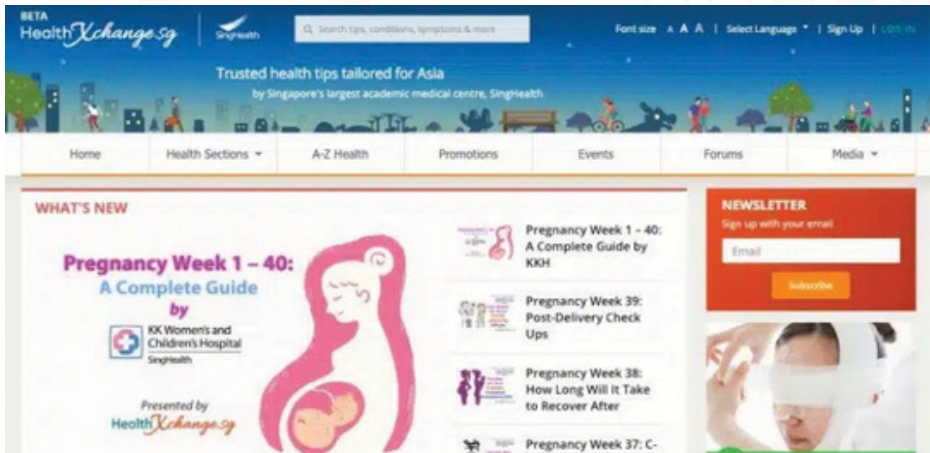
How a Storage Company Increased Organic Search (SEO) Traffic by 1.5X



SEO CAMPAIGN RESULTS
Mandarin Self Storage (now acquired by StorHub) is a fully integrated owner, operator and manager of multiple self storage properties in the Asia Pacific region. After implementing SEO on the corporate website over period of 13 months,

[Read More](#)

SingHealth’s HealthXchange Portal SEO Rankings Increased After an SEO Site Revamp



It started out when HealthXchange.com.sg, a content hub for trusted health tips tailored for Asia (by Singapore’s largest academic medical centre, SingHealth), was undergoing a site revamp and was scheduled for a move over to HealthXchange.sg in 2016.

[Read More](#)

Testimonials

Hear what our learners have to say about us

”

“Have always found Equinet’s trainers to be extremely knowledgeable and highly engaging. Thoroughly enjoyed myself and appreciated the trainers’ openness and genuine interest in helping their students out.”

Alethea Tan
The Regent Singapore

”

“The trainers of Equinet Academy are very patient, supportive, and professional. Every subject matter is dealt with patiently and professionally keeping students’ knowledge level and understanding in mind. Please keep up the excellent work! I am glad I signed up for my digital marketing course with Equinet.”

Sapna D/O Nanikram

”

“It has always been an enjoyable learning experience with Equinet Academy, from the comprehensiveness of the course materials, friendly and efficient admin support, to the professionalism of their trainers.”

Vickie Huang
Maplebear Schoolhouse

Corporate Testimonials



"I have been to numerous conferences and training courses but the trainer was a well-versed practitioner in his field and his instructional methods were clear and interactive. From my experience, this was a fun, engaging, and thoroughly meaningful training session for my team."

Reno Cerbolles
Regional Marketing Specialist
Brother




"The continued use of search engines as a gateway to satisfy human curiosity makes SEO an essential skill for almost any business. This is doubly true for agencies. I was pleasantly surprised that despite our trainer's extensive experience, he was able to convey his knowledge to my team in a non-technical manner. The course was fun and the liberal use of real world examples alongside an AMA (ask me anything) style of training made it very interactive."

For any time-starved learner, I would recommend Equinet's courses for being distinctively effective in getting one up to speed."

Edvarcl Heng
Head of Content and Lifecycle
Asatsu-DK




"Equinet conducted an in-house SEO training for our team when we were revamping our website. We're still reaping benefits from the training today – our SEO site migration was successfully executed and our organic traffic continues to grow monthly. I highly recommend Equinet Academy for digital marketing training."

Ina Jasni
Editor and Digital Marketing Team Lead
SingHealth, HealthXchange.sg



Corporate Clients

TOTO



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FUJI XEROX 





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