



CERTIFIED DIGITAL ADVERTISING SPECIALIST (CDAS)

Master Digital Advertising and Transform
Clicks into Conversions.

Companies who've sent their teams for upskilling



Our Graduates Work For Companies Like



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PROGRAMME DESCRIPTION

The Certified Digital Advertising Specialist (CDAS) programme is designed to equip you with the comprehensive knowledge and skills needed to excel in the dynamic field of digital advertising.

This certification programme will guide you through foundational principles, advanced strategies, and specialised techniques in digital advertising, ensuring you are well-prepared to drive impactful advertising campaigns across various digital platforms.



PROGRAMME HIGHLIGHTS

- In-depth understanding of digital advertising concepts
- Hands-on training with Google Ads and social media advertising platforms
- Advanced strategies for optimising digital advertising performance
- Real-world case studies and projects
- Expert instructors who have managed millions in advertising spend

LEARNING OUTCOMES

Upon completion of the CDAS programme, you will be able to:

- Develop and implement effective digital advertising strategies
- Create and manage successful Google Ads and social media advertising campaigns
- Utilise advanced digital advertising techniques to maximise ROI
- Analyse and optimise advertising performance using data-driven insights
- Apply best practices in digital advertising to real-world scenarios



PROGRAMME MODULES

Digital Advertising

This course provides you with a realistic and practical setting where you will learn how to identify and avoid costly mistakes and, most importantly, develop and implement successful Digital Advertising campaigns.

- Learning Unit 1: Introduction to Digital Advertising
- Learning Unit 2: Digital Advertising Channels
- Learning Unit 3: Develop Digital Advertising Strategy
- Learning Unit 4: Digital Advertising Analytics

Facebook & Instagram Marketing

Dive deep into the specific strategies and best practices for marketing on Facebook and Instagram.

- Learning Unit 1: Planning for Facebook and Instagram Marketing
- Learning Unit 2: Making Use of Facebook Native Marketing Channels
- Learning Unit 3: Navigating & Setup of Facebook Business Manager
- Learning Unit 4: Launching Facebook and Instagram Advertising Campaigns
- Learning Unit 5: Audience Segmentation – Custom, Lookalike & Core Audiences
- Learning Unit 6: Meta Ads Manager – Stats & Reporting

Google Ads

Navigate the Google Ads platform to plan, create, and manage search and display advertising campaigns.

- Learning Unit 1: Fundamentals of Google Ads
- Learning Unit 2: Google Ads Setup and Implementation
- Learning Unit 3: Google Ads Measurement and Optimisation



Advanced Digital Advertising

This module delves deeper into sophisticated advertising strategies, covering advanced topics such as programmatic advertising, advanced retargeting, and multi-channel campaign optimisation.

- Learning Unit 1: Advanced Advertising Campaign Planning And Conversion Tracking
- Learning Unit 2: Audience Persona Development
- Learning Unit 3: Performance Metrics That Truly Matters
- Learning Unit 4: Advanced Campaign Structuring For Success
- Learning Unit 5: Develop Performance-Driven Creative Strategies
- Learning Unit 6: Team Scaling And Agency Management

The sequence of the modules is designed to ensure a progressive learning experience. By starting with the foundational concepts of digital advertising in the first module, you will establish a strong base upon which to build more specialised skills.

The second module on Facebook and Instagram marketing will delve into the specifics of social media advertising, teaching you how to effectively leverage these platforms for targeted campaigns.

The third module on Google Ads will provide you with the knowledge and tools to excel in one of the most powerful online advertising platforms.

Finally, the fourth module on advanced digital advertising will take your skills to the next level, equipping you with advanced techniques to optimise and manage complex advertising campaigns.

This structured approach ensures you develop a comprehensive skill set, making you a proficient and versatile digital advertising specialist.





Certified Digital Advertising Specialist

This certification programme will guide you through foundational principles, advanced strategies, and specialised techniques in digital advertising, ensuring you are well-prepared to drive impactful advertising campaigns across various digital platforms.

Advanced Digital Advertising

This module delves deeper into sophisticated advertising strategies, covering advanced topics such as programmatic advertising, advanced retargeting, and multi-channel campaign optimisation.

Google Ads

Learn strategies and techniques to optimise websites and landing pages for higher conversion rates.

Facebook & Instagram Marketing

Dive deep into the specific strategies and best practices for marketing on Facebook and Instagram.

Digital Advertising

This course provides you with a realistic and practical setting where you will learn how to identify and avoid costly mistakes and, most importantly, develop and implement successful Digital Advertising campaigns.

The Certified Digital Advertising Specialist (CDAS) programme is structured to build your expertise in a logical sequence.

- Digital Advertising
- Facebook and Instagram Marketing
- Google Ads
- Advanced Digital Advertising

Starting with the Digital Advertising module, you will gain a solid foundation in digital advertising principles and practices. Following this, the Facebook and Instagram Marketing module digs deep into creating and optimising social media advertising campaigns to achieve marketing objectives.

Next, the Google Ads module focuses on mastering some of the most powerful tools in digital advertising, providing hands-on experience with Google Ads campaigns.



CERTIFICATION TRACK

Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified Digital Advertising Specialist (CDAS) certificate issued by Equinet Academy.



WHY LEARN FROM US?

When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- ⦿ 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



POST-TRAINING MENTORING



**Complete
Course**

**Complimentary
Resit of All
Modules**

**Coaching &
Mentoring**

**Job & Career
Outcomes**

Upon completing all 2 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years.

You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts.

This will translate into better on-the-job performance and career opportunities.

WHY WE ARE DIFFERENT

Equinet Academy

- ✓ 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

INSTRUCTOR



Ian Ong

Ian is the co-founder of Roots Digital, an award-winning digital marketing agency headquartered in Singapore, who has worked with great brands like Microsoft, Intel, BRAND'S, Takashimaya and more. He led the company to receive numerous industry-recognised awards from Marketing Interactive and expanded its footprint to countries like the Philippines, Malaysia and Indonesia.

PROGRAMME FEES

Module 1: Digital Advertising

Course Fee: S\$975.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$380.25 (inclusive of 9% GST)

Module 2: Advanced Digital Advertising

Course Fee: S\$750.00 (exclusive of 9% GST)

Certified Digital Advertising Specialist

Course Fee: From \$1197.75 (inclusive of 9% GST)



HEAR FROM OUR GRADUATES



“The Digital Advertising course was a good course covering the various aspects of digital advertising, with concise information and hands-on sessions within a short duration of 2 days. Through this course, I have developed a better understanding of the various tools and platforms used in digital advertising.”

Wenyi Saw
Adidas



“The Digital Advertising course was a good course covering the various aspects of digital advertising, with concise information and hands-on sessions within a short duration of 2 days. Through this course, I have developed a better understanding of the various tools and platforms used in digital advertising.”

Magdelene Chua
Huntsman Corporation



“The Digital Advertising course has given me better insight of how digital ad campaigns are planned, created and evaluated. Even though it was my first time using the Google Ad Manager platform, it was relatively easy to navigate and understand the features of the program with the guidance and patience of the trainer.”

Tan Li Xing



“Before the course, I wasn’t very sure of what type of KPIs to track for my campaign, and I wasn’t very confident in building my own digital strategy without assistance from my colleagues. I was also very new to SEM and had no prior experience with it.

However, after attending the course and doing the assessment, I have gained more knowledge in how Google search and display ads work, and the whole mechanics behind it. I now have more confidence in building my own digital marketing plan and I have more interest to learn and improve in my SEM skills.

Overall, course experience was good and the trainer was very engaging. Thank you for the great session!”

Charissa Goh

FREQUENTLY ASKED QUESTIONS (FAQS)

Can I take the modules individually and in a different sequence?

Yes. However, this is not recommended unless you are able to meet the prerequisites for the course modules.

I have completed one individual module 2 years ago. If I complete the remaining modules, will I still attain the full certification?

Yes, you will be able to attain the full certification without a time limit. However, it would be recommended to attend a complimentary refresher course before proceeding with the remaining modules.

What are the pre-requisites to enrol into this course?

You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files. Some knowledge of sales and marketing concepts will be useful, although not a requirement.

Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support](#) channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.



Transforming Marketers
For The **Digital Economy**

Master Digital Advertising and Transform Clicks into Conversions

Apply Now

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