



CERTIFIED DIGITAL MARKETING STRATEGIST (CDMS) V2

Acquire real world digital marketing skills through hands-on application. Learn and be mentored by digital marketing expert practitioners.

Companies who've sent their teams for upskilling



Our Graduates Work For Companies Like



Course Fees & Fundings

Course Fee: S\$4,880.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S\$1,464.00** (inclusive of 9% GST)

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PROGRAMME OVERVIEW

Through this Certified Digital Marketing Strategist programme, you will be provided with ample opportunity to implement practice on **real world projects**.

If you are seeking a career in digital marketing, this will enable you to gain the experience employers look for. Additionally, you will be supported by **experienced mentors** who will guide you through the duration of your individual projects.

By completing the 7 digital marketing modules, you will further enhance your practical knowledge and skills application of digital marketing, equipping you with the ability to execute your campaigns D.I.Y. or manage a team.

- [Digital Marketing Essentials](#)
- [Digital Advertising](#)
- [Social Media Marketing](#)
- [Digital Content Marketing](#)
- [Search Engine Optimisation](#)
- [Email Marketing](#)
- [Digital Marketing Analytics](#)

This comprehensive programme will also add an essential set of industry-relevant **digital marketing skills** to your resume. These skills will enable you to make notable improvements to marketing conversions and return on investment

Preview [sample digital marketing strategic plan](#) completed by a graduate of this programme.



PROGRAMME HIGHLIGHTS

- In-depth coverage of essential and advanced digital marketing topics, including SEO, social media, content creation, email marketing, and digital analytics.
- Practical projects and real-world case studies for experiential learning.
- Participants receive the Certified Digital Marketing Strategist v2 certification and WSQ Statement of Attainments for each module completed.
- Courses are taught by instructors with extensive industry experience.
- Provides access to digital marketing tools, templates, checklists, and guides.
- Opportunities to network with industry professionals and peers.
- Continuous support and mentorship throughout the programme.



PROGRAMME OUTCOMES

By the end of the programme, participants will be able to:

- Articulate the fundamental principles and concepts of digital marketing.
- Develop and implement strategic digital marketing plans tailored to specific business objectives.
- Evaluate and interpret digital marketing data to measure campaign performance and derive actionable insights.
- Design and execute effective digital marketing campaigns across various platforms, including SEO, social media, content marketing, and email marketing.
- Assess the effectiveness of different digital marketing tools and technologies to optimize campaign outcomes.
- Demonstrate leadership skills in managing digital marketing teams and projects.
- Generate innovative digital marketing strategies to stay ahead in the competitive landscape.



PROGRAMME MODULES

Module 1: Digital Marketing Essentials

Topics Covered

- Learning Unit 1: Introduction to Digital Marketing
- Learning Unit 2: Digital Marketing Funnels
- Learning Unit 3: Digital Marketing Strategies
- Learning Unit 4: Digital Marketing Analytics

Hands-on Project-based Assignment

- Develop an integrated digital marketing plan comprising of at least 3 digital marketing channels

Learning Outcomes

By the end of the module, trainees will be able to determine the appropriate channels and develop a basic digital marketing strategy for a business.

Module 2: Digital Advertising

Topics Covered

- 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

Hands-on Project-based Assignment

- Draft an integrated digital media plan with defined budgets, timelines, audience targeting methods, ad creatives, and funnel strategies across multiple digital advertising platforms
- Create digital advertising campaigns through hands-on practical sessions on media platforms such as Google Ads

Learning Outcomes

By the end of the module, trainees will be able to manage digital advertising campaigns in-house or outsourced.



Module 3: Social Media Marketing

Topics Covered

- Learning Unit 1: The Fundamentals of Social Media
- Learning Unit 2: Planning a Social Media Strategy
- Learning Unit 3: A Planned Approach to Developing Social Media Content
- Learning Unit 4: Amplify Social Media Content
- Learning Unit 5: Social Media Analytics and Reporting
- Learning Unit 6: Social Media Community Management

Hands-on Project-based Assignment

- Create customer avatars (personas) across 5 different dimensions
- Craft a social media content matrix, social media post, and content calendar along the funnel stages (awareness, consideration, conversion, loyalty) and across various social media platforms

Learning Outcomes

By the end of the module, trainees will be able to apply strategies to grow a brand's social media influence.

Module 4: Digital Content Marketing

Topics Covered

- Learning Unit 1: Content Marketing Fundamentals
- Learning Unit 2: Content Planning (Design)
- Learning Unit 3: Content Creation (Develop)
- Learning Unit 4: Content Distribution (Deploy)
- Learning Unit 5: Content Measurement (Decode)

Hands-on Project-based Assignment

Develop content marketing strategy for an organisation.

Learning Outcomes

By the end of the module, trainees will be able to build a content marketing strategy and manage a content team.



Module 5: Search Engine Optimisation (SEO)

Topics Covered

- Learning Unit 1: Introduction to SEO
- Learning Unit 2: Keyword Research and On-Page SEO
- Learning Unit 3: Link Building (Off-Page SEO)
- Learning Unit 4: SEO Analytics

Hands-on Project-based Assignment

- Conduct keyword research and SEO ranking analysis on a live website, targeting profitable keywords to rank on the top positions of Google's natural search results
- Utilise industry SEO tools to create a keyword, on-page SEO, link building, and an SEO ranking action plan

Learning Outcomes

By the end of the module, trainees will be able to recommend strategies to increase a website's organic SEO rankings on Google.

Module 6: Email Marketing

Topics Covered

- Learning Unit 1: Introduction to Email Marketing and Marketing Automation
- Learning Unit 2: Foundations of Email Marketing
- Learning Unit 3: Build and Grow an Email List
- Learning Unit 4: Develop Email Marketing Messaging and Communication Structure
- Learning Unit 5: Develop Email Marketing Strategy
- Learning Unit 6: Email Marketing Analytics and Optimisation
- Learning Unit 7: Lifecycle Marketing and Marketing Automation
- Learning Unit 8: Automation with Drip Campaigns
- Learning Unit 9: Automation with Triggers
- Learning Unit 10: Advanced Email Marketing Analytics and Optimisation

Hands-on Project-based Assignment

Develop email marketing strategy for an organisation.



Learning Outcomes

By the end of the module, trainees will be able to set up and manage email marketing campaigns

7: Digital Marketing Analytics

Topics Covered

- Learning Unit 1: Digital Marketing Analytics Fundamentals
- Learning Unit 2: Digital Marketing Analytics Tools and Techniques
- Learning Unit 3: Setting Up and Accessing Google Analytics 4
- Learning Unit 4: Understand Your Users
- Learning Unit 5: Exploring Your Traffic
- Learning Unit 6: Determining User Engagement
- Learning Unit 7: Tracking Monetisation and Conversions

Hands-on Project-based Assignment

- Craft business questions to identify appropriate digital marketing analytics reports and metrics to draw marketing insights from
- Create a website measurement plan to track and evaluate digital marketing campaign performance

Learning Outcomes

By the end of the module, trainees will be able to measure digital marketing campaign performance and provide insightful recommendations.



CERTIFICATE



WHY LEARN FROM US?



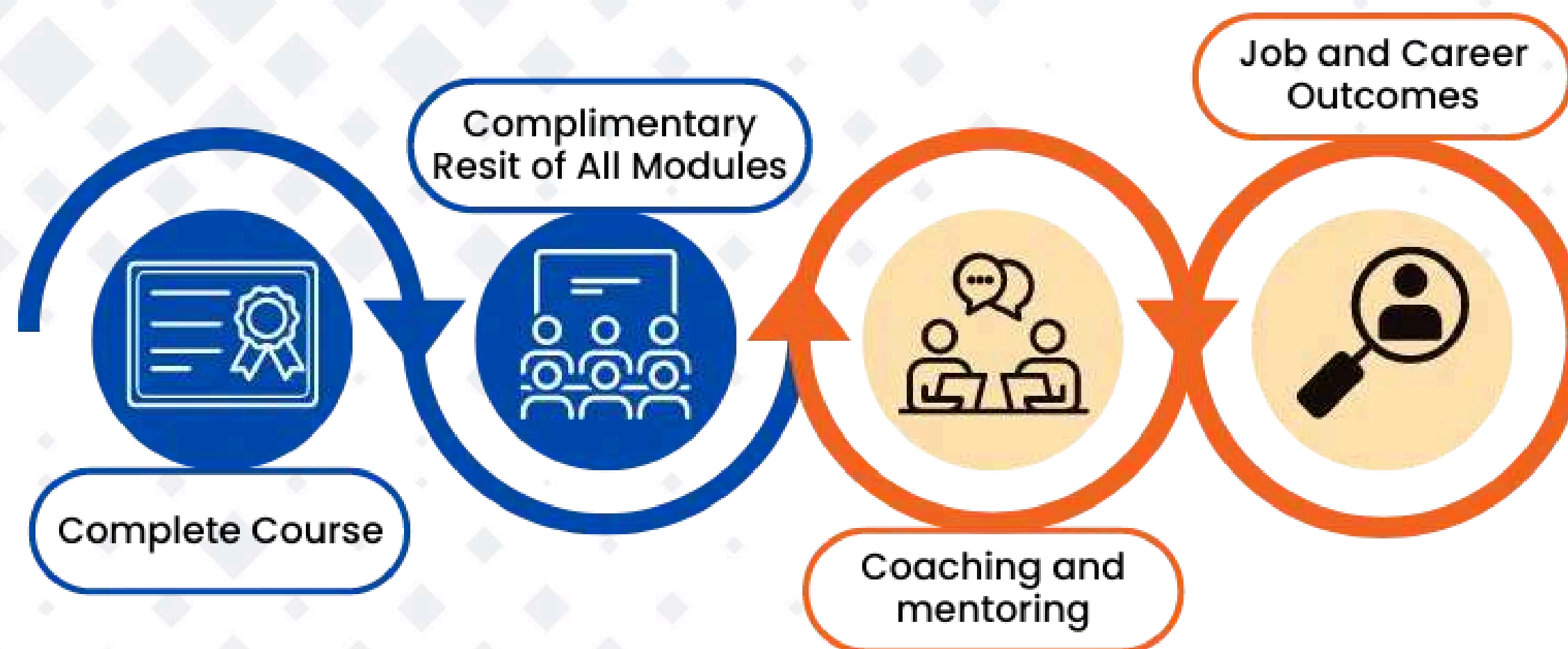
When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

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



Upon completing all 7 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
- Instructor's 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



Razy Shah

Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency in Singapore and Malaysia. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.



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.



Walter Lim

Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.



Kevin Dam

Kevin is the CEO, Founder of Aemorph. A seasoned entrepreneur and digital marketing expert. Kevin started in digital marketing, specializing in Search Engine Optimisation since 2010, and is helping F&B, Finance, Insurance, E-commerce, Medical, B2B services and SaaS companies. Kevin is also a certified adult educator in Singapore, delivering high-quality, relevant, and easy-to-implement training to ensure learners can get immediate results and build upon their knowledge



Dhawal Shah

Dhawal is the co-founder and Regional Managing Director at 2Stallions Digital Marketing Agency, an award-winning 360° full-service digital marketing agency since 2012 with presence in Singapore, Malaysia, Indonesia and India. He has trained 2K+ students around the region on various topics including digital marketing and digital transformation. He is also an angel investor and a startup mentor.



Avantika Jain

Avantika Jain is a passionate Business Coach with over 3,200 hours of experience, having worked with individuals, leaders, and teams from a wide range of organisations, including government bodies, NGOs, and corporates such as Lazada, Fave, Charles & Keith (Pedro), Groupon, the Singapore International Foundation, Sengkang High School, and Startupbootcamp.

PROGRAMME FEES

Module 1: Digital Marketing Essentials

Course Fee: ~~S\$250.00~~ S\$200.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$78.00 (inclusive of 9% GST)

Module 2: Digital Advertising

Course Fee: ~~S\$975.00~~ S\$780.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$234.00 (inclusive of 9% GST)

Module 3: Social Media Marketing

Course Fee: ~~S\$975.00~~ S\$780.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$234.00 (inclusive of 9% GST)

Module 4: Digital Content Marketing

Course Fee: ~~S\$975.00~~ S\$780.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$234.00 (inclusive of 9% GST)

Module 5: Search Engine Optimisation (SEO)

Course Fee: ~~S\$975.00~~ S\$780.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$234.00 (inclusive of 9% GST)



Module 6: Email Marketing

Course Fee: ~~S\$975.00~~ S\$780.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$234.00 (inclusive of 9% GST)

Module 7: Digital Marketing Analytics

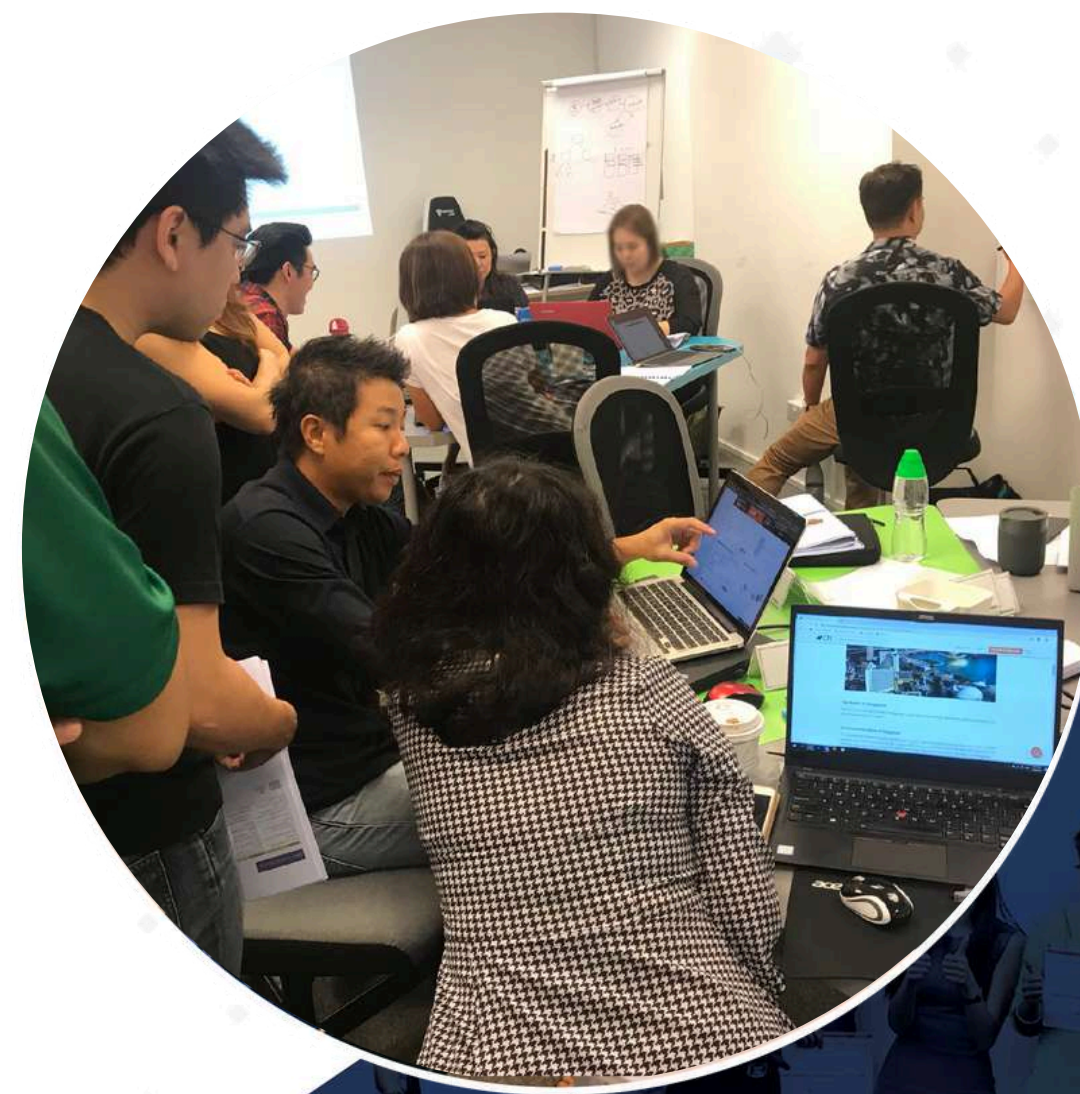
Course Fee: ~~S\$975.00~~ S\$780.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$234.00 (inclusive of 9% GST)

Certified Digital Marketing Strategist (CDMS) v2

Total Programme Fee: S\$4,880.00 (inclusive of 9% GST)

Nett Programme Fee After Eligible SSG Subsidies: From S\$1,464.00 (inclusive of 9% GST)



HEAR FROM OUR GRADUATES



"Highly impressed with the course structure, trainer's expertise and I think that overall the course experience is worth it. Prior the attending the courses, my digital marketing knowledge is very surface level, just testing strategies through trial and error.

I'm happy to have grasped new digital marketing principles, and even though the courses were packed chock full of info, I still find that I'm able to recall the highlights and summary. Thoroughly impressive courses and I am looking forward to more intensive courses."

June Ming

Senior Marketing Officer,
Shimano



"I am marketing trained but Equinet Academy's courses added the digital element which I lacked the expertise on. Hence, I think these are good course to pursue for all marketers. It will be very helpful for my future where digitalisation is the way and I will need to acquire these skills, to stay updated and adept in the field.

These courses have helped me to appreciate and better understand the specifics I need to ask for in my future campaigns, instead of relying solely on media agencies or my direct reports."

Sandy Tan

Associate Director, Commercial,
CSL Behring



"The courses offered seem relevant not only to my interests but also to my job. This has been helpful in giving me a better understanding of digital marketing strategies and how I can help support business teams in my company to better strategize their digital marketing needs.

The courses I've taken so far have been useful in giving me a good understanding on the topics covered and I have definitely grown in confidence with learning how to use the tools shared during the courses with Equinet. I would be keen to consider more modules in the near future."

Sue-Ann

Boehringer Ingelheim

”

HEAR FROM OUR GRADUATES

[WATCH NOW](#)



“This program helped me determine the areas I can look at as a digital marketer to better optimise my results along the way.”

Senior Marketer, Yong Hir, shares how Equinet Academy’s programme helped him to build a strong foundation in Digital Marketing and close his knowledge gaps in the various aspects of digital marketing while staying ahead of the game in the industry.

FREQUENTLY ASKED QUESTIONS (FAQ)

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.

ACQUIRE REAL WORLD DIGITAL MARKETING SKILLS THROUGH HANDS-ON APPLICATION

[Apply Now](#)



**Transforming Marketers
For The Digital Economy**

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