



# CERTIFIED SOCIAL MEDIA MARKETING SPECIALIST (CSMMS)

Harness the Power of Social Media and Turn Followers into Loyal Customers

Companies who've sent their teams for upskilling



Our Graduates Work For Companies Like



## Course Fees & Fundings

**Course Fee: S\$3,936.00** (inclusive of 9% GST)

**Course Fee After Eligible SSG Subsidies:**

From **S\$1,180.80** (inclusive of 9% GST)



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# PROGRAMME OVERVIEW

The CSMMS programme is designed to provide you with the skills and knowledge to excel in social media marketing. You will learn how to create, manage, and optimise social media campaigns across various platforms, driving engagement and achieving your marketing goals.



## PROGRAMME HIGHLIGHTS

- Comprehensive understanding of social media marketing strategies
- Hands-on training in advanced social media management
- Platform-specific modules for Facebook, Instagram, TikTok, and LinkedIn
- Real-world case studies and practical projects
- Expert instruction from industry professionals
- Flexible learning options to suit your schedule

## LEARNING OUTCOMES

By the end of the CSMMS programme, you will be able to:

- Develop and implement effective social media marketing strategies
- Manage and optimise social media campaigns
- Create engaging content for Facebook, Instagram, TikTok, and LinkedIn
- Analyse social media performance and adjust strategies accordingly
- Leverage social media for sales and marketing on LinkedIn





# PROGRAMME MODULES

## Social Media Marketing

Learn the fundamentals of social media marketing, including strategy development, audience analysis, and content planning.

- Learning Unit 1: The Fundamentals of Social Media (Discover)
- Learning Unit 2: Planning a Social Media Strategy (Define)
- Learning Unit 3: A Planned Approach to Developing Social Media Content (Develop)
- Learning Unit 4: Amplify Social Media Content (Deliver)
- Learning Unit 5: Social Media Analytics and Reporting (Measure)
- Learning Unit 6: Social Media Community Management (Manage)

## Facebook & Instagram Marketing

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

## TikTok Marketing

Explore the unique opportunities and techniques for creating engaging content and campaigns on TikTok.

- Learning Unit 1: Understanding TikTok Algorithms, Features, and Tools
- Learning Unit 2: Unpacking TikTok Audiences
- Learning Unit 3: Navigating the TikTok Marketing Funnel
- Learning Unit 4: TikTok Content Strategies
- Learning Unit 5: TikTok Scripting and Storyboarding
- Learning Unit 6: TikTok Video Shoots and Production
- Learning Unit 7: Post-Production: Editing on TikTok and CapCut
- Learning Unit 8: TikTok Advertising & TikTok Shop





# LinkedIn Sales and Marketing

Learn how to use LinkedIn for professional networking, sales, and marketing to drive business results.

- Learning Unit 1: LinkedIn Marketing Fundamentals
- Learning Unit 2: Social Selling on LinkedIn
- Learning Unit 3: Advertising on LinkedIn

# Advanced Social Media Management

Master advanced techniques for managing social media accounts, including analytics, automation, and community management.

- Learning Unit 1: Analyse: Conducting a Company and Competitor Social Media Analysis
- Learning Unit 2: Curate: Social Media Content Ideation, Curation and Scheduling
- Learning Unit 3: Execute: Advanced Social Media Content Strategies
- Learning Unit 4: Infer & Navigate: How to Read, Track and Manage Social Media ROI
- Learning Unit 5: Govern: Social Media Marketing Governance

The modules are sequenced to provide a comprehensive and progressive learning experience.

You start with the Social Media Marketing module to build a solid foundation in social media principles and strategies. The Advanced Social Media Management module enhances your ability to manage and optimise social media campaigns.

The platform-specific modules—Facebook and Instagram Marketing, TikTok Marketing, and LinkedIn Sales and Marketing—equip you with specialised knowledge and skills for each major platform, ensuring you can effectively engage with diverse audiences and achieve your marketing objectives.







## Certified Social Media Marketing Specialist

The CSMMS programme is designed to provide you with the skills and knowledge to excel in social media marketing. You will learn how to create, manage, and optimise social media campaigns across various platforms, driving engagement and achieving your marketing goals.

## Advanced Social Media Management

Master advanced techniques for managing social media accounts, including analytics, automation, and community management.

## LinkedIn Sales & Marketing

Learn how to use LinkedIn for professional networking sales and marketing to drive business results.

## TikTok Marketing

Explore the unique opportunities and techniques for creating engaging content and campaigns on TikTok.

## Facebook & Instagram Marketing

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

## Social Media Marketing

Learn the fundamentals of social media marketing including strategy development, audience analysis and content planning.

The Certified Social Media Marketing Specialist (CSMMS) programme is structured to build your expertise in a logical sequence.

1. [Social Media Marketing](#)
2. [Facebook and Instagram Marketing](#)
3. [TikTok Marketing](#)
4. [LinkedIn Sales and Marketing](#)
5. [Advanced Social Media Management](#)

You will begin with a broad understanding of social media marketing, progress to advanced management techniques, then specialise in the major social media platforms.

This structured approach ensures you develop a well-rounded skill set, making you a proficient and versatile social media marketing specialist.





# CERTIFICATION TRACK

Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified Social Media Marketing Specialist (CSMMS) 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 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



## 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.



## Hatta Aziz

With over 15 years of experience in digital marketing, social media and content, Hatta founded Awesome Sauce to work with clients on elevating their digital marketing through simple but effective strategies.

His past clients include MNCs like PUMA, government institutions like MUIS and local SME heroes The Cage.



## Eason Zhang

Eason Zhang is currently the Head of Travel, Strategic Partnerships for TikTok in Southeast Asia. With a career spanning over a decade in tech, he had established expertise in digital marketing & thought leadership in the tech space. Thanks to his working experiences in the top tech companies.



## Shaun Lee

Shaun is a highly skilled and engaging trainer with over 11+ years of experience in digital marketing and business development. He is an expert in various digital marketing strategies, including performance marketing, web analytics, social media marketing, SEO, and paid search. He brings real-world experience from working for top brands like Bytedance, Amazon, LinkedIn, and Vision Critical, enabling him to provide practical insights and actionable strategies.



# PROGRAMME FEES

## **Module 1: 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 2: Facebook and Instagram Marketing**

Course Fee: ~~S\$990.00~~ S\$792.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$237.60 (inclusive of 9% GST)

## **Module 3: TikTok Marketing**

Course Fee: ~~S\$990.00~~ S\$792.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$237.60 (inclusive of 9% GST)

## **Module 4: LinkedIn Sales and Marketing**

Course Fee: ~~S\$990.00~~ S\$792.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$237.60 (inclusive of 9% GST)

## **Module 5: Advanced Social Media Management**

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 Social Media Marketing Specialist (CSMMS) Programme**

Nett Programme Fee: From \$1,180.80 (inclusive of 9% GST)





# HEAR FROM OUR GRADUATES



“Equinet provides concise, relevant courses delivered in a friendly and engaging manner. If you manage your own social media or do not know where to begin, this is a great course to help you grow and improve. It is full of tips for whatever stage of your social media journey you are at.”

Emma Clough,  
TTG Wines



“The Social Media Marketing course has allowed me to expand my knowledge of the respective social media platforms and to utilise the functions within each platform to its fullest capacity.

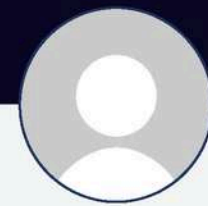
Walter is an amazing teacher and has patiently guided the class along the past 2 days with his knowledge and as a subject expert.”

Amanda Liu  
Safra National Service Association



“This course has been helpful in deep diving into the entire journey on LinkedIn, such as creating a profile (individual/company), understanding the buyer’s journey, creating purposeful content to drive our objectives, setting up our ad campaigns and many more.”

Chiew Ling  
Hyphens Pharma



“I highly recommend this course to anyone looking to gain real-world knowledge and practical skills on how to leverage Facebook marketing and advertising for their organisation. The trainer was friendly, highly knowledgeable, very experienced (including real-life industry application experience) and made learning fun for all.”

Edmund Seng Pei Ping  
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# 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 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.



# HARNESS THE POWER OF SOCIAL MEDIA AND TURN FOLLOWERS INTO LOYAL CUSTOMERS

[Apply Now](#)



Transforming Marketers  
For The **Digital Economy**

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