



# Digital Marketing Foundations (Fundamentals)

Learn the Fundamentals of Digital Marketing Hands-on in a Day

 In-Person or Online-based classroom

 Duration: 8 Hours (1 day)



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We upskill and empower teams at leading industry organisations.  
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## Course Fees & Fundings

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

**Course Fee After Eligible SSG Subsidies:**  
From **S\$75.00** (inclusive of 9% GST)





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# Course Overview

This 1-day digital marketing foundations course will equip trainees with the essential fundamentals of digital marketing.

Through real world case studies, trainees will gain an understanding of the features and use cases of various digital marketing channels and learn how each of them can be integrated into their businesses.

As guided by an industry expert, trainees will also be exposed to different facets of digital marketing such as social media marketing, email marketing, and Google Analytics.

Furthermore, trainees will also be given access to a toolkit of templates, checklists, and guides to assist in their learning process. The toolkit of resources can be used to reinforce what they have learnt in the course, and to help shape their own digital marketing campaigns.

By the end of the day, trainees will take away an essential digital marketing plan and understand how to apply the concepts learnt to their real world projects.



## Target Audience

This digital marketing fundamentals course is suitable for beginners embarking into digital marketing, business owners, startups, entrepreneurs, marketing executives, freelancers, career seekers, and mid-career switchers looking to get into digital marketing.





# Course Highlights

**In this digital marketing essentials course, trainees will learn:**

- What digital marketing is and the important role it plays in business illustrated through case studies
- How B2B and B2C digital marketing differ
- What digital marketers actually do in their day-to-day job roles
- Pricing models typically used by digital marketing agencies
- What a customer persona is and an example of one
- The step-by-step methodology in building a digital marketing strategy
- Essential digital marketing metrics to track business performance
- How to analyse basic digital marketing reports
- And much more



## Course Objectives

**By the end of the class, trainees will be able to:**

- Plan digital marketing objectives and resources to execute digital marketing campaigns
- Design digital marketing funnels comprising of a mix of digital channels
- Develop individual digital marketing channel strategies based on research on consumer needs and preferences
- Evaluate essential digital marketing metrics to assess performance of digital marketing campaigns



# Course Outline

## Introduction to Digital Marketing

Instructor-led | Mode of Delivery (Lecture, Class Discussion)

- What is digital marketing
- Digital marketing vs traditional marketing
- Why digital marketing is important from both a marketer's and a business owner's perspectives
- The role of digital marketing to a business
- Digital marketing channels (search, social, email, display, and more)
- B2B vs B2C digital marketing
- Digital marketing case studies
- What digital marketers do
- How digital marketing agencies charge

## Digital Marketing Funnels

Instructor-led | Mode of Delivery (Lecture, Class Discussion)

- What a digital marketing funnel is
- What a customer persona is and why a customer persona is important
- Elements of a customer persona
- Example of a customer persona
- Stages of a digital marketing funnel
- How to build a digital marketing funnel for your business





## Digital Marketing Strategies

Instructor-led | Mode of Delivery (Lecture & Illustration, Class Discussion)

- Digital Marketing Strategy: Defining your marketing objectives to identify KPIs, and the pros and cons of hiring a digital marketing agency and handling your efforts in-house
- Content Marketing Strategy: Design and Deploy
- Search Engine Optimisation Strategy: Keyword research, and Off-page SEO
- Digital Advertising Strategy: Define, Develop, and Implement
- Social Media Marketing Strategy: Discover and Develop
- Email Marketing Strategy: Planning, Content, and Creative
- Trends that you need to be aware of: E-commerce and AI

## Digital Marketing Analytics

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Group Discussion)

- Leveraging on AI tools to implement your digital marketing strategies (ChatGPT and Dall-E2)
- What digital marketing analytics is (5 mins)
- Why digital marketing analytics is important
- Essential digital marketing metrics to track and analyse
- Digital marketing analytics platforms
- Overview reports on Google Analytics
- Case Study - Evaluate marketing mix and results for B2C industry
- Case Study - Evaluate marketing mix and results for B2B industry

## Assessment Component

- Written Assessment - Case Study
- Individual Project Presentation





Trainer Profile

# Razy Shah

Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency with presence in Singapore, Malaysia, Indonesia and India. 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.





## Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Marketing Mix Management under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Digital Marketing Foundations (Fundamental) course assessment and achieved at least 75% attendance.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Mix Management

Course Code: TGS-2022016625

Course Support Period: 25 Oct 2022 – 24 Oct 2024





# Testimonials

”

I had a good experience with Equinet’s Digital Marketing Essentials course – the curriculum was very well thought out. The trainer delivered and led the training very professionally. He showed strong subject knowledge. I would highly recommend Equinet for anyone hoping to learn new knowledge and skills.

Troy Lee,  
Resilience Collective

”

Highly recommend this course to anyone who wishes to acquire knowledge and skills. The instructor was engaging and very committed to guiding his audience to a better understanding of the topic as well applications.

Desiree Gabriel,  
Guthrie FMC

”

Initially, I signed up wanting to get an understanding of how Digital Marketing works. The whole course curriculum really caught my attention and attending the course provided me with different insights on how it works.

Stephenie Kho,  
Charles & Keith Group

”

The course is very insightful and provided a great practical view for better understanding and application. The entire course flow was very easy to follow. The trainer was very knowledgeable and was able to explain everything clearly in a way that was easy to understand.

Nur Aisyah Binti Mohamad Nassir

”

The trainer was well-versed in various aspects of digital marketing and demonstrated his expertise during the course. Many participants were asking questions that were beyond the scope of the basic course yet he answered them.

Vaishnavi D/O Chandrasekaran





# Frequently Asked Questions

## Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.

## 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. For more details, you may read the [Online-based Classroom Learner Guide](#).

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.





## Related Courses

- [Certified Digital Marketing Strategist \(CDMS\) v2](#)
- [Digital Advertising Strategy](#)
- [Social Media Marketing Strategy & Optimisation](#)
- [Digital Content Creation & Content Marketing Strategy](#)
- [Search Engine Optimisation \(SEO\) Strategy](#)
- [Digital Marketing Analytics & Optimisation \(Google Analytics 4\)](#)

Learn the Fundamentals  
of Digital Marketing  
Hands-on in a Day

Sign up for  
**Digital Marketing  
Foundations  
(Fundamentals)**

[Reserve your seat here today.](#)





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