



Performance Marketing Strategy (Lead Generation)

Build and Manage Strategic Lead Generation Campaigns That Deliver Results

Course Fee:

S\$488.00 (inclusive of 9% GST)

 In-Person or Online-Based Classroom

 Duration: 16 Hours (2 days)

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Course Overview

This course goes beyond ad setup to focus on strategy, integration, and campaign optimisation across multiple digital channels. Learn to audit existing campaigns, conduct in-depth audience research, develop a strategic performance advertising plan, and make data-driven decisions to scale your lead generation efforts effectively.

Whether you're a mid-level marketer, business owner, consultant, or team leader, this hands-on training empowers you to lead performance marketing campaigns with confidence and clarity.



Target Audience

This course is ideal for professionals looking to enhance their strategic planning capabilities in performance marketing, including:

1. **Marketing professionals** in agencies or corporate teams transitioning to strategic roles
2. **Business owners and entrepreneurs** aiming to build in-house lead generation capabilities
3. **Digital marketing specialists** seeking to deepen their performance marketing skills
4. **Consultants and freelancers** offering performance-based services to clients
5. **Career changers** with some digital advertising knowledge moving into a performance-focused role
6. **Organisation-sponsored learners** developing customised leadgen strategies for their companies



Pre-requisites

Basic Knowledge of Digital Advertising and Marketing Concepts: Learners should have a foundational understanding of core digital marketing concepts, such as SEM, social media marketing, and paid advertising. This can be demonstrated by completing introductory-level digital advertising courses or having equivalent work experience.

Experience in Advertising or Related Field: Learners should have at least 1 year of experience in advertising, communications, or a related role where they have been exposed to basic advertising strategies and tools. Experience in a digital advertising capacity is highly recommended.

Familiarity with Digital Marketing Tools: Learners should be comfortable using basic digital advertising tools such as SEO, Content Marketing, Google and Meta Ad platforms..

Access to an Organisation or Host Company: Learners are recommended to have access to a company where they can apply the digital advertising strategies and audits developed throughout the course. Company-sponsored learners will use their own organisation, while non-sponsored learners will use case studies provided in class.

Basic Analytical Skills: Learners should have basic analytical skills, including understanding performance metrics, interpreting data, and making data-driven decisions.

Comfort with Presenting: Learners should be comfortable delivering simple presentations as they will be required to present their strategic advertising plans during the course.



Course Highlights

In this course, you will learn how to:

- Develop a strategic, multi-channel lead generation campaign tailored to your organisation
- Build detailed customer personas to guide creative messaging and targeting
- Set measurable performance targets aligned with business goals
- Optimise campaign performance using meaningful analytics and data-driven methods
- Structure and scale teams or manage external agencies effectively



Course Objectives

By the end of the class, you will be able to:

- Evaluate performance marketing strategies effectiveness against campaign objectives using advertising campaign evaluation tools and methods to establish new campaign objectives
- Develop ideal target audience profiles for leadgen campaign activation
- Design effective creative assets and messaging to generate optimal engagement and performance for a brand's products and services
- Design performance marketing communications structures to drive and meet campaign objectives and performance targets.
- Synthesise performance marketing strategies and campaign objectives through evaluating performance metrics.
- Assess agency management and team scaling practices to recommend leadgen strategies for improved team integration and operational plans.

Course Outline

Advanced Digital Advertising Campaign Planning

Topics Covered Include:

- Performance Marketing fundamentals (customer journey, pricing model, competitive research tools, performance metrics)
- 7Ps of Marketing Mix (product, price, promotion, place, people, process, physical evidence)
- Research past campaign performance and setup
- Develop success metrics for campaign performance outcome

Instructional Methods:

- Lectures
- Demonstration and modelling
- Practice and feedback
- Case study

Advanced Audience Persona Development

Topics Covered Include:

- Performance metrics deep dive
- Establish target customer profiles and custom audience setup
- Identify Consumer Buying/Engagement Behaviours
- Determine Campaign Performance Metrics

Instructional Methods:

- Lecture
- Demonstration and modelling
- Group Discussion
- Practice and feedback
- Case study



Develop Performance-Driven Creative Strategies

Topics Covered Include:

- Creative strategy development - understanding the role of creative strategies in performance advertising campaigns
- Competitors' ads analysis - integrating to your creative research strategy
- Creatives performance analysis - what works and what doesn't
- Blog and Ad copies message strategy and development
- Optimization based on A/B testing or Multi-Variate Testing MVT
- Develop content for blogs, ads, email etc with signup form, limited time promo to boost actions ensuring that content is SEO-friendly

Instructional Methods:

- Lecture
- Demonstration and modelling
- Practice and feedback
- Group Discussion
- Peer Review
- Case study

Performance Marketing Campaign Design For Success

Topics Covered Include:

- Integrated Performance Marketing Overview - understanding the components and mechanics of a leadgen marketing structure
- Structuring different leadgen campaigns for success based on your marketing objectives (SEO, SEM, Content Marketing, Social Media, Programmatic, OOH)
- Establishing Leadgen Campaign Objectives - setting clear, measurable objectives aligned with overall marketing strategies
- Performance Metrics Selection - identifying and selecting the appropriate metrics and targets to measure campaign effectiveness
- Content Development - Develop Blogs, Case Studies, Testimonials and Video using lead magnet

Instructional Methods:

- Lectures
- Demonstration and modelling
- Practice and feedback
- Case study



Performance Marketing Metrics That Really Matter

Topics Covered Include:

- How to optimise your paid leadgen campaigns (Ads, Email, SEO, Social, etc.)
- Understanding Targeting and Bid capabilities
- Transitioning from manual bidding to automated bidding
- Cross-channel performance advertising reporting
- How to create reports that matter to the respective key stakeholders

Instructional Methods:

- Lecture
- Demonstration and modelling
- Practice and feedback
- Case study

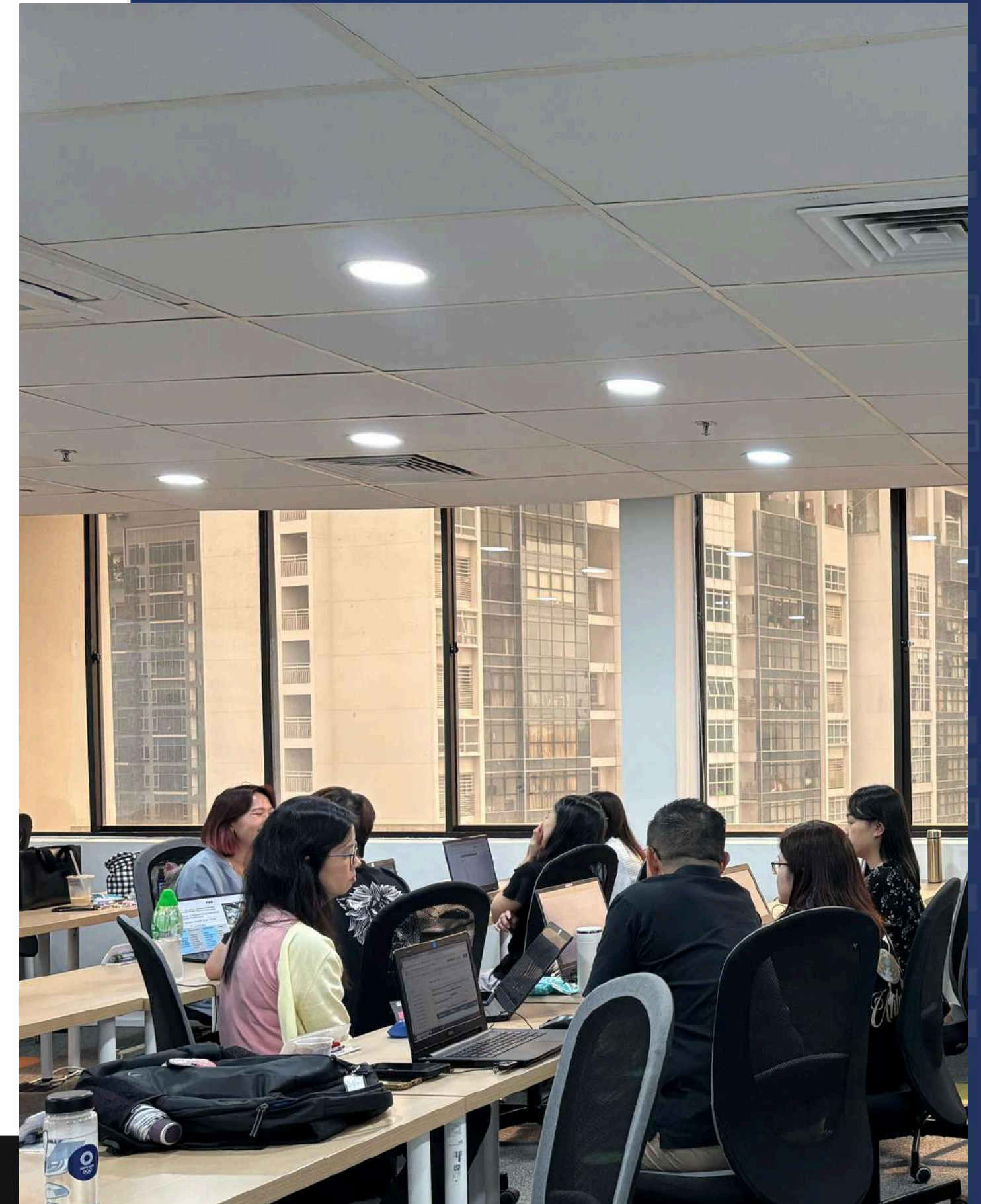
In-housing or Outsourcing your Performance Marketing Campaigns

Topics Covered Include:

- Building In-House vs. Outsourcing Agency Teams – evaluating the benefits and drawbacks of building in-house teams versus working with external agencies
- Developing ideal team structure of a successful media planning/buying team
- Evaluating operational performance for better client-agency integration
- Performance Evaluation – tools and methods for evaluating campaign performance and agency's performance to enhance client-agency collaboration
- Agency Management Practices – best practices for managing agency relationships and ensuring alignment with campaign goals

Instructional Methods:

- Lecture
- Demonstration and modelling
- Group Discussion
- Case study



Trainer Profile

Alex Fong

Alex is a seasoned Digital Marketer who has worked for both brands and agencies in Singapore, US, and Canada. He spent more than 20+ years studying and working in US and Canada before coming home to Singapore several years ago. He was Head of Digital Marketing for StarHub heading a team who managed performance marketing, SEO, content writing, and social media marketing and was the lead for managing the brand's consumer media agency.





Certificate and Certification Track

A Certification of Completion will be issued upon achieving at least 75% attendance for the course



Related Courses



Certified Digital Advertising Specialist (CDAS)



Certified Digital Marketing Strategist v2



Digital Advertising



Google Ads



Landing Page Design



Website & Landing Page Conversion Optimisation

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