

Inbound Marketing

Overview :-

Inbound Marketing is the art of attracting, retaining, and cultivating new leads to your brand and product. This is done by creating valuable content or experiences that educate and delight your customer while satisfying their needs. In this module, you will experience using the basics of a Customer Relationship Management system (CRM), set up a customer database and mailing list, and understand how to reach out to customers via blog posts, email newsletters and videos.

Modules (1) :-

| 1 | Inbound Marketing | | | |
|---|-------------------|-----------------|-------------------|-------|
| | E-learning | Training | Assessment | 16:00 |
| | 00:00 | 14:00 | 02:00 | |
| <p>Inbound Marketing is the art of attracting, retaining, and cultivating new leads to your brand and product. This is done by creating valuable content or experiences that educate and delight your customer while satisfying their needs. In this module, you will experience using the basics of a Customer Relationship Management system (CRM), set up a customer database and mailing list, and understand how to reach out to customers via blog posts, email newsletters and videos.</p> | | | | |

Course Duration :-

| | |
|---|------|
| SSG Approved Training & Assessment Hours | 16.0 |
|---|------|

Objectives :-

- Be able to demonstrate a comprehensive understanding of the concept of digital marketing, features of various digital marketing channels, and market strategy
- Gain actionable insights on the latest digital marketing trends and various digital marketing channel strategies in both
 - B2B and B2C contexts
- Be able to select appropriate digital marketing channels based on the marketing strategy

- Be able to develop a digital marketing strategy and create roadmaps for campaign implementation to achieve business and marketing objectives
- Be able to review performance indicators to measure the effectiveness of a digital marketing strategy

Entry Requirement :-

Singapore/PR Students:

- GCE 'O' Level with 3 credits including English and Mathematics OR
- WSQ Advanced Certificate OR
- WSQ ES WPLN Level 5 and above

International Students:

- High School Diploma equivalent to GCE 'O' Level with 3 credits including English and Mathematics OR
- Qualifications from professional institutes may be considered on a case-by-case basis AND/OR
- Pass TaF.tc Entrance Test

English Language Requirement –

Possess a minimum credit in English at GCE 'O' Level or its equivalent OR

IELTS score 4.5 or TOEFL score 450

ALL Students are required to have basic knowledge of computer and Microsoft Office

Graduation Requirements :-

Student must fulfil the following requirements:

- 75% attendance rate of total training hours per module
- Assessed and be competent for every module

Student Pass Holders – a minimum of 90% attendance per month will be required.

Who Should Attend :-

- **Marketing Managers**
- **Marketing Executive**
- **Business owners**
- **Individuals who are looking to gain a comprehensive understanding of the concepts of digital marketing strategy, campaign development and implementation**

Key Learning Areas :-

- **Translate digital marketing to business**
- **Derive KPIs and metrics from marketing objectives**
- **Understand customers and the market**
- **Develop a strategic digital marketing plan**
- **Create a media plan and understand the setup and implementation of campaigns**
- **Evaluate and apply continuous optimizations process to improve business performance**
- **Explore an organization structure that enhance digital**

Certificate Issuance :-

Upon successful completion of the course, student will be awarded the Statement of Attainment (SOA) for WSQ Inbound Marketing. WSQ Certification is nationally endorsed and recognised by industry partners.

Register your interest! :-

`hbspt.forms.create({ portalId: "4221236", formId: "accf4f87-30ee-491e-9f05-8979a8d62c64" });`

Course Fee:-

Singaporean / PRs (SSG)

SkillsFuture Singapore Grant (SSG)

All Singapore Citizens and Permanent Residents

| Full Course Fee | Application Fee | Less: SSG Grant | - | GST (7%) | Total Fees Payable (Inclusive of GST) |
|-----------------|-----------------|-----------------|---|----------|---------------------------------------|
| S\$ 890.00 | S\$ 12.00 | S\$ 801.00 | - | S\$ 7.07 | S\$ 108.07 |

Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged \geq 35 years and earning \leq \$2,000/month

| Full Course Fee | Application Fee | Less: SSG Grant | Less: WTS | GST (7%) | Total Fees Payable (Inclusive of GST) |
|-----------------|-----------------|-----------------|-----------|----------|---------------------------------------|
| S\$ 890.00 | S\$ 12.00 | S\$ 801.00 | S\$ 44.50 | S\$ 7.07 | S\$ 63.57 |

Singaporean (SFMCES)

SkillsFuture Mid-Career Enhanced Funding (SFMCES)

All Singaporeans aged 40 years and above

| Full Course Fee | Application Fee | Less: SSG Grant | Less: SFMCES | GST (7%) | Total Fees Payable (Inclusive of GST) |
|-----------------|-----------------|-----------------|--------------|----------|---------------------------------------|
| S\$ 890.00 | S\$ 12.00 | S\$ 801.00 | S\$ 0.00 | S\$ 7.07 | S\$ 108.07 |

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size \leq 200 or annual sales turnover \leq S\$ 100 million

SME can claim additional 20% of full gross fee under ETSS where applicable

| Full Course Fee | Application Fee | Less: SSG Grant | - | GST (7%) | Total Fees Payable (Inclusive of GST) |
|-----------------|-----------------|-----------------|---|----------|---------------------------------------|
| S\$ 890.00 | S\$ 12.00 | S\$ 801.00 | - | S\$ 7.07 | S\$ 108.07 |

International Students

| Full Course Fee | Application Fee | NA | NA | GST (7%) | Total Fees Payable (Inclusive of GST) |
|-----------------|-----------------|----|----|-----------|---------------------------------------|
| S\$ 890.00 | S\$ 12.00 | NA | NA | S\$ 63.14 | S\$ 965.14 |