

# Digital Marketing for Businesses: Build your Brand!

**About This Course:** This course is tailored for professionals within the expansive retail and wholesale industry, such as store owners, brand managers, digital marketers, and social media executives/managers, as well as individuals aiming to elevate their social media skill set, hands-on understanding of how to use Digital Marketing effectively as a business tool. Beginning with an overview of why Digital Marketing is a powerful platform for business growth, the course guides learners through every stage of Digital Marketing, from getting the required soft/hardware to creating engaging videos, editing content, analysing performance, and launching ad campaigns. Whether you're new to the platform or looking to refine your strategy, this course equips you with the creative and strategic skills needed to build a strong brand presence and drive measurable results on Digital Marketing.

**What You'll Learn:** In this course, you will gain a comprehensive understanding of how to leverage Digital Marketing as a powerful tool for business growth. You'll learn the strategic value of using Digital Marketing for business and the essential tools required for success. You'll master filming techniques and video editing using CapCut to create engaging, high-performing content. Additionally, you'll explore how to use Digital Marketing analytics to guide content strategy, run targeted ad campaigns, and maximize visibility. The course also covers how to use livestreaming features to engage audiences in real time and drive sales.

**Target Audience:** This course is tailored for professionals within the expansive retail and wholesale industry, such as store owners, brand managers, digital marketers, and social media executives/managers, as well as individuals aiming to elevate their social media skills set.

Min 18 years old.

Learners shall minimally (assumed) have the following skills and knowledge WPLN4 – English – Level 4 for reading, listening, speaking and writing)

**Course Duration:** 16 Hours (including 30 minutes assessment, Oral Questioning – 15 mins, Practical – 15 mins), 2 Days course. 100% Attendance is required. Passing criteria: 100%. Medium of Instruction – English.

**Course Schedule:** Kindly visit our website for latest schedule.

**Course Fee: \$422.92** (Inclusive of GST). Course Code: **TGS-2025056936**

## Student Registration form

Student Registration form			
Company Name			Company Reg. no.
Company Address			Course Date
Contact Person Name			Course Language
Contact Person Email			Course Venue
Contact Person Mobile		Tel no:	Fax no:
Participant details			
Participant Name			NRIC / FIN
Participant Email			Participant mobile no.
Nationality		Date of Birth	Race
Designation		Education	Gender
Salary Range: (1 - Below \$1000, 2 - \$1000-\$1499, 3 - \$1500-\$1999, 4 - \$2000-\$2499, 5- \$2500-\$2999, 6 - \$3000-\$3499, 7 - \$3500 & above)			
Refund Policy: Requests for refund, change or cancellation of course registrations must be submitted in writing and are subject to our terms and conditions. Please refer to our website for our terms and conditions, before registering for the course.			
Absolute Kinetics Consultancy Pte Ltd Tel: 6690 5555			Company seal
Website: <a href="http://www.sg-akc.com">www.sg-akc.com</a> Registration Email: <a href="mailto:register@sg-akc.com">register@sg-akc.com</a>			