



**3 WSQ Modules
in 1 Program**

**2 Generic Credits will be awarded
upon completion of all 3 Modules.**

- 1) Manage Social Media Platform
- 2) Develop Social Media Strategies
- 3) Monitor Social Media Platforms

** Participants are required to bring own Laptops for this Course**

- ✓ 3 full days with e-Learning component.
- ✓ Learn how to promote your properties online.
- ✓ Course is fully contextualised for the real estate agents.
- ✓ Patient Instructor.

Course Objectives:

- Monitor social media platforms
- Setting up accounts on social media platforms in consultation with relevant stakeholders to meet organisational marketing communications strategy
- Manage social media platforms which includes developing social media content, overseeing integration of social media platforms
- Managing operational issues and contentious content as well as evaluating effectiveness of social media platforms in achieving sales and marketing objectives.
- Develop content on social media platforms and oversee integration of social media platforms to support sales and marketing strategies.
- Evaluate effectiveness of social media platforms to achieve sales and marketing objectives.
- Develop social media strategies to support sales and marketing which also include determining feasibility of using social media platforms as well as designing, evaluating and refining social media strategies

Topics:

- Module 1: Introduction to Digital Marketing Strategy and Channels
- Module 2: Create an online presence and online reputation strategy
- Module 3: Generate leads using paid social, social selling and in-bound marketing
- Module 4: Generate leads using paid search, AdWords, SEM & SEO
- Module 5: Campaign Action Plan and Budgeting

In-Class Course with Practical and E-Learning Component.

Digital Marketing Fundamentals For Real Estate Agents



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS

Reference number: CRS-Q-0033520-BM

	NON-SME/ SCs/PRs	SMEs/SCs ≥ 40 YEARS OLD	WTS	Target Audience	Training Location
Full fee		\$1,500.00		Real Estate Agents	To Be Advised (Toa Payoh HDB Hub / Paya Lebar Square)
Training grant	\$375.00	\$1,250.00	\$1,325.00		
Amount payable after training grant	\$1,125.00	\$250.00	\$175.00		

Funding Eligibility:

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Singapore Citizens or Permanent Residents (PR) of Singapore
2. Attain at least 75% course attendance
3. Successfully complete assessment & certified as competent
4. Has not enjoyed funding for the same course before

5. Workfare Training Support (WTS) Scheme:

Singapore Citizens aged ≥ 35 years & earning ≤ \$2,000/ month are eligible for 95% course fee subsidy. Companies can also apply for absentee payroll at 95% of hourly basic salary.

- 50% Course Fee Subsidy, cap \$15/hr
- 90% Course Fee Subsidy, cap \$50/hr for SMEs / Singapore Citizens aged ≥ 40 yrs
- 95% WTS funding

* Absentee payroll is applicable

Important - Please Note!:

- Individual Statement of Attainment (SOA) for the Competency Unit will be issued by the SkillsFuture Singapore (SSG) when the participant is assessed to be "Competent"(C). No SOA or any other certificate will be issued if the participant is assessed as "Note Yet Competent" (NYC).
- The Leadership Institute Pte Ltd (Course developer of the above mentioned courses) reserves the right to make any changes to the information specified herein or to the courses in general as and when it considers appropriate or the circumstances so require. The Leadership Institute Pte Ltd's decision are final.
- Trainees who fail to complete a module(s) after the commencement of the module(s), shall be liable to pay the full fees for the consumed portion of that module(s). A failure to complete the module(s) shall include trainees who leave the Programme, either through the withdrawal of their own accord 9 days prior to course start date or termination of candidature by the Approved Training Organisation after the commencement of the module(s), who fail to achieve 75% attendance and/or failed to be assessed for the module(s) or who have been assessed but failed to meet the requirements for each module(s).