



WSQ LEVEL 4 (2.5-DAY) CLASS

Empower Yourself With Social Media Marketing



WITH ChatGPT

Join us to learn how various popular social digital tools, social media platforms and a well-planned content strategy can play significant roles in your personal branding, role as an Influencer and increase brand awareness for your business.

Stevenson Huréca
Your Partner in Transformation



SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

UTAP
Union Training Assistance Programme

Huréca Consulting
Your Partner For Personal Transformation

Learn 6 Key Outcomes



Develop Marketing goal and speed up content development using **ChatGPT** to develop brand awareness and market presence for your business.



Monitor and provide recommendations for continuous improvement of Social Media using **ChatGPT**.



Conduct Analysis on Performance of Social Media campaigns with recommendations for improvement.



Enjoy Practicum in class to set up professional LinkedIn (or Facebook) profile using **ChatGPT**(*)



Review and analyse customer behaviors, interests and demographics



Monitor Customers' responses, reviews and comments across social network platforms

{} Learn to create Blog for FB, Content of your biography or business write-up, develop Product /Services writeup and Email sales template using ChatGPT.*

EXAMPLES OF SOCIAL MEDIA TOOLS

To support your business branding or your role as an Influencer and personal branding



WHAT OUR PARTICIPANTS SAY



My trainer, Sandra Tan, was fantastic, very patient, and did an excellent job of keeping the course interesting for everyone! Initially, I had no idea about running an online business, whereas now after taking your training, I am more aware of the different platforms to utilize for additional income.

EMILIE KOH

Business Owner

A-Jem Yummy Treats

WHAT OUR PARTICIPANTS SAY



I owe my success to my trainers, Dianna and Sandra, who went above and beyond in guiding me to pick up digital marketing concepts that would have been hard for beginners to grasp. Both trainers are very passionate about what they do which makes it easier and fun for me to understand the digital marketing strategies taught in class. Because of that, I have become more digital-savvy and understand the different platforms for digital marketing.

NORA KASSAN

Entrepreneur

deliciouscrakershop.com

WHAT OUR PARTICIPANTS SAY



I've completed all of Stevenson Huréca's Digital Marketing courses, and I found them to be very practical, hands-on, and most importantly, easy to follow. Stevenson's trainers were extremely dedicated and made sure I had all the necessary resources to complete my practical tasks successfully.

LOUIS KOH

Business Development Specialist

yikowei.com

Our ACTA/ACLP-CERTIFIED Trainers

OUR INSPIRATIONAL TRAINERS GO THE EXTRA MILE TO HELP YOU STAND OUT & SUCCEED!



SANDRA TAN

Digital Marketing and Communications Specialist, specialising in Hospitality and Retail industries. Held senior Marcom positions in Singapore's top firms



MARCUS HENG

Digital Marketing and Sales Solution leader with over 20 years of experiences., specializing in Emotional Intelligence, Innovation, Value Creation & Selling.



DIANNA LANE

Fun and energetic Digital Coach with over 20 years' professional training experience. Specialist in team-building with a background in Psychology and Personality Profiling



CHARLES CHOW

Digital Consultant and Marketing Leader with 25 years' experience in tech marketing in MNCs and various industries. Creative thinker who transforms complex subjects to easy-to-understand terms



DENNIS LAW

Pure breed marketing professional with over 20 years' experience. Winner, 2018 Public Service Transformation Best Practice for SEA Games 2017 Content Marketing

COURSE FEES

CATEGORY [Course Code – TGS-2020504596] Course Subsidy End Date: 30 Sept 2026	DURATION (Hour)	FULL COURSE FEE	FULL COURSE FEE (w/ GST)	Full Nett Fee (w/ GST) After SSG Subsidy
ENHANCED FUNDING for SME² and MCES¹ ≥40 years old Singaporean Citizen @ 70% Funding	20	\$1000	\$1090	\$390
NORMAL FUNDING³ (21-39 years old Singaporean/PR) and NON-SME (@ 50% funding)	20	\$1000	\$1090	\$590
Foreigners (Full Course Fees)	20	\$1000	\$1090	\$1090

Terms & Conditions:

¹MCES: SkillsFuture Mid-Career Enhanced Subsidy, refer to www.skillsfuture.gov.sg/credit for more details.

(Absentee Payroll Funding included) SME & Non-SME: \$4.50 per hour capped at \$100,000 per enterprise per calendar year.

The above SSG subsidies, and descriptions are effective from 1st Jan 2022.

NTUC members can claim UTAP and enjoy 50% unfunded course fee support for up to \$250 each year.

(refer to <https://bit.ly/3B8qxm0>)

Contact Us

BUSINESS WHATSAPP

+65 8944 7018(Khristine)

EMAIL ADDRESS

enquiry@stevenson.com.sg

WEBSITE

www.stevenson.com.sg

SOCIAL MEDIA

- www.facebook.com/stevensonhureca
- www.linkedin.com/company/stevensonhureca
- www.facebook.com/hurecaconsulting
- www.instagram.com/stevensonhureca
- YouTube: Stevenson Hureca TV



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Authorised Marketing Partner