



WSQ LEVEL 4 (2-DAY) CLASS

# Affiliate Marketing Management

Learn how to enrol into Clickbank and Tik Tok affiliate programmes and create passive income, no matter whether you're a beginner or an experienced marketer planning to boost your company revenue.



CLICKBANK.

**Stevenson Huréca**

Your Partner in Transformation



**UTAP**  
Union Training Assistance Programme

**Huréca Consulting**

Your Partner For Personal Transformation



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# What is Affiliate Marketing?

Affiliate marketing is the process by which an affiliate earns a commission for marketing another person's or company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. The sales are tracked via affiliate links from one website to another



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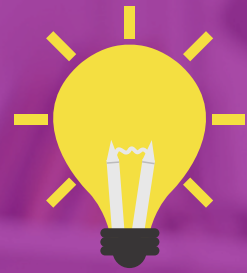
# Benefits of Affiliate Marketing

Affiliate marketing works by spreading the responsibilities of product marketing and creation across parties, it manages to leverage the abilities of a variety of individuals for a more effective marketing strategy while providing contributors with a share of the profit. To make this work, three different parties must be involved: Seller and product creators; The affiliate or advertiser and The consumer.

# Learn 6 Key Outcomes



Introduction to Affiliate Marketing Strategies and emerging products and services related to Affiliate Marketing



Identify ways to select and recommend an appropriate digital mix of affiliate partners and platforms



Leverage on select types of Affiliate Marketing network platforms and popular tools such as Clickbank and Tik Tok Affiliate Programs



Techniques to qualify possible Affiliate Partners and platforms to collaborate



Understand the factors for selecting affiliates and incentive frameworks for Affiliates



Criteria to monitor Affiliate Marketing Campaign Management methods



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# 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](http://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 dedication and made sure I had all the necessary resources to complete my practical tasks successfully.

LOUIS KOH

Business Development Specialist

[yikowei.com](http://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

| <b>CATEGORY</b><br>[Course Code – TGS-2020513144]<br>Course End Date: 1 Nov 2026                                 | <b>DURATION</b><br>(Hour) | <b>FULL COURSE FEE</b> | <b>FULL COURSE FEE</b><br>(w/ GST) | <b>Full Nett Fee</b><br>(w/ GST)<br>After SSG Subsidy |
|--|---------------------------|------------------------|------------------------------------|---|
| <b>ENHANCED FUNDING for SME<sup>2</sup> and MCES<sup>1</sup></b> ≥40 years old Singaporean Citizen @ 70% Funding | 16                        | \$800                  | \$872                              | \$312   |
| <b>NORMAL FUNDING<sup>3</sup></b> (21-39 years old Singaporean/PR) and <b>NON-SME</b> (@ 50% funding)            | 16                        | \$800                  | \$872                              | \$472   |
| <b>Foreigners</b> (Full Fees)  | 16                        | \$800                  | \$872                              | \$872   |

Terms & Conditions: <sup>1</sup>MCES: SkillsFuture Mid-Career Enhanced Subsidy, refer to [www.skillsfuture.gov.sg/credit](http://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. T&C applies (refer to <https://bit.ly/3B8qxm0>)

# Contact Us

## BUSINESS WHATSAPP

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## WEBSITE

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## SOCIAL MEDIA

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