



# DIGITALISING LEARNING:

THE NEW NORMAL

13 - 14 AUG 2020

skills  
future month

IAL

INSTITUTE FOR  
ADULT LEARNING  
SINGAPORE

AN INSTITUTE OF  
**SUSS**  
SINGAPORE UNIVERSITY  
OF SOCIAL SCIENCES

In partnership with

SKILLS *future* SG

In support of

 JOBS & SKILLS



# DIGITALISING LEARNING:

MAKING IT WORK

14 AUG 2020

# Leveraging Digital Marketing to Drive Training and Adult Education Products

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**Lim Wee Khee**

Chief of Digital Innovation &  
Design Practice, NUS-ISS

**Leadership**  
**Experience**  
optimisation  
media **Practitioner**  
**Brand SEM**  
**Customer Social**  
**Digital** APAC  
SEO Engagement  
Email **Web Marketing**  
Search  
Mobile **Ecommerce**  
**Analytics**



# Digital Marketing Vs Marketing In A Digital World



Image credit : Pixabay

<https://pixabay.com/illustrations/online-internet-icon-symbols-www-942410/>

<https://pixabay.com/illustrations/photomontage-faces-photo-album-1514218/>

# Whose Problem Are You Solving For

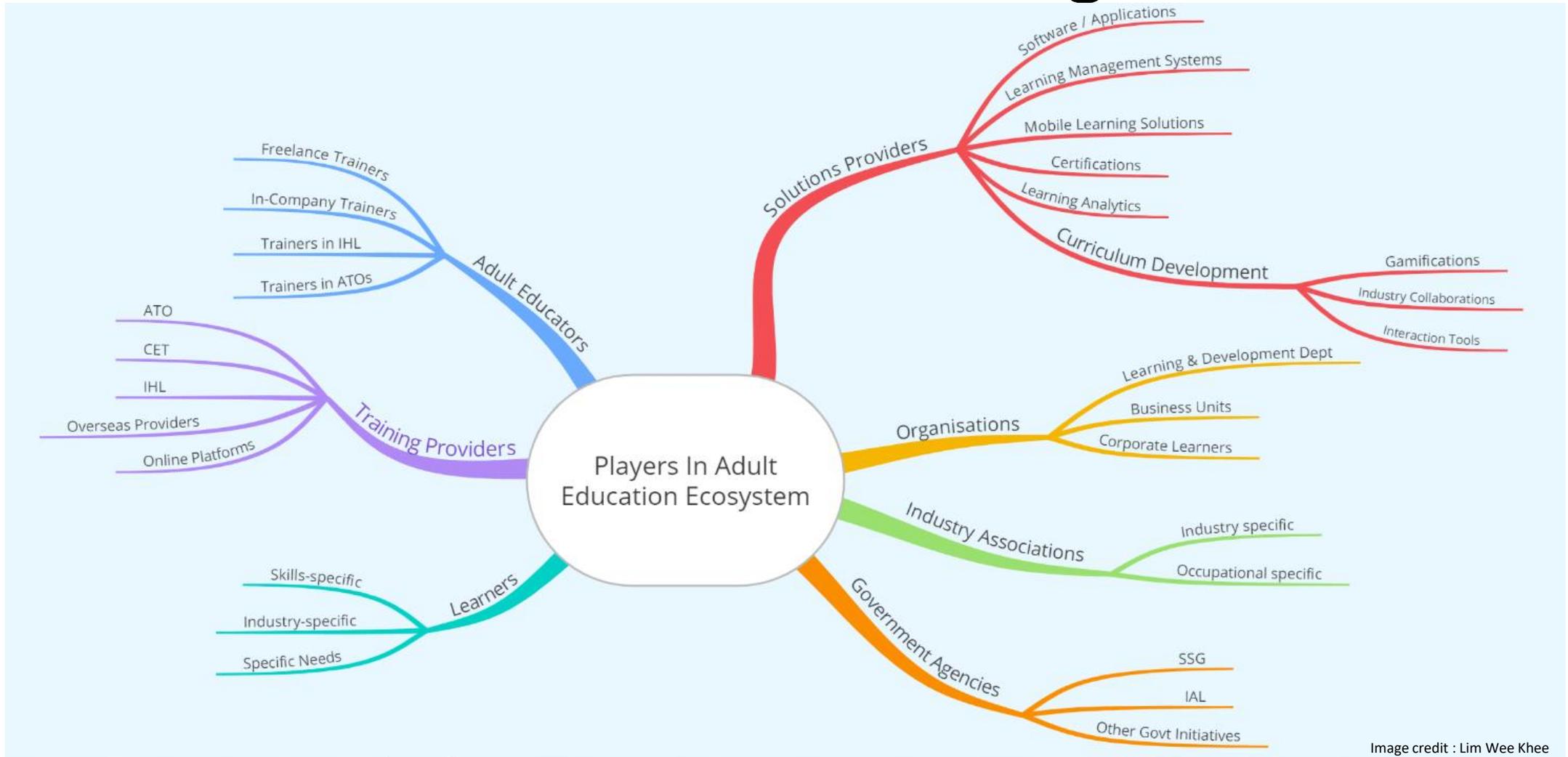
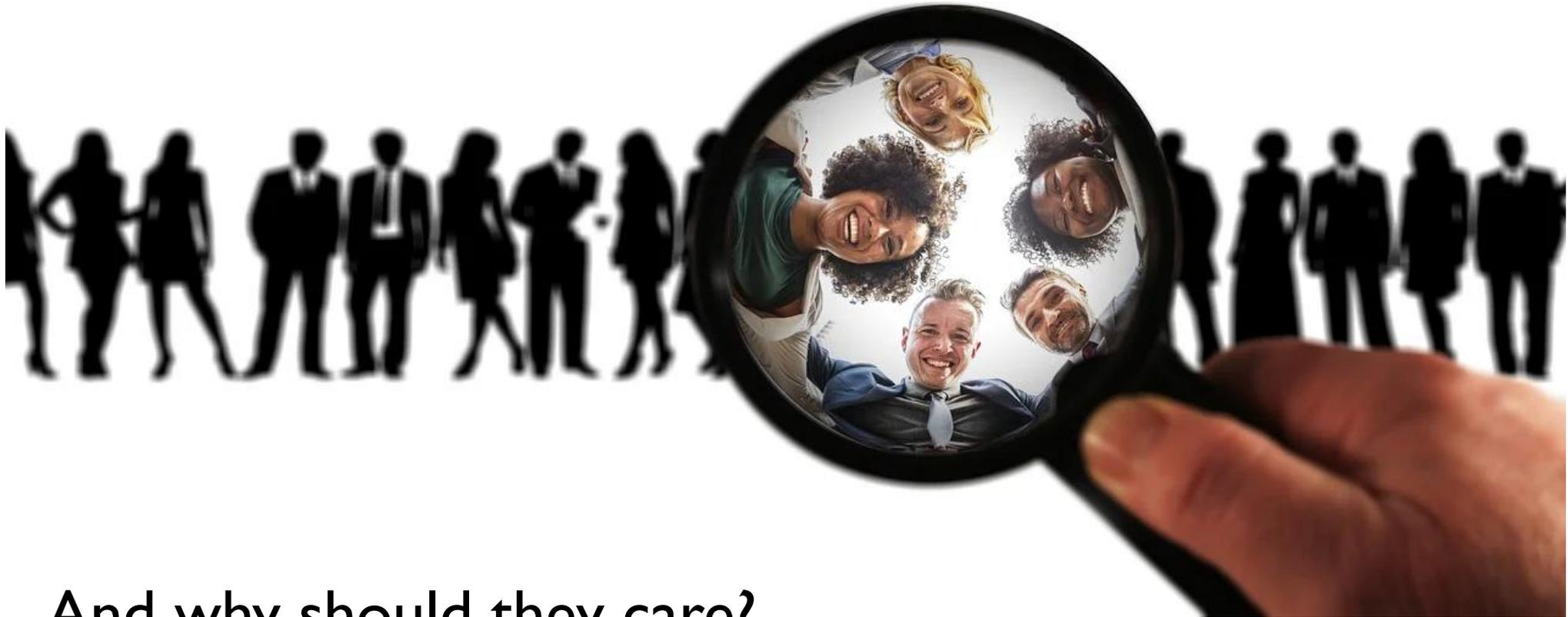


Image credit : Lim Wee Khee

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# Who Are Your Key Customers



And why should they care?

Image Credit : Pixabay  
<https://pixabay.com/photos/target-group-advertising-buyer-3460039/>

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# Empathy For Your Customers

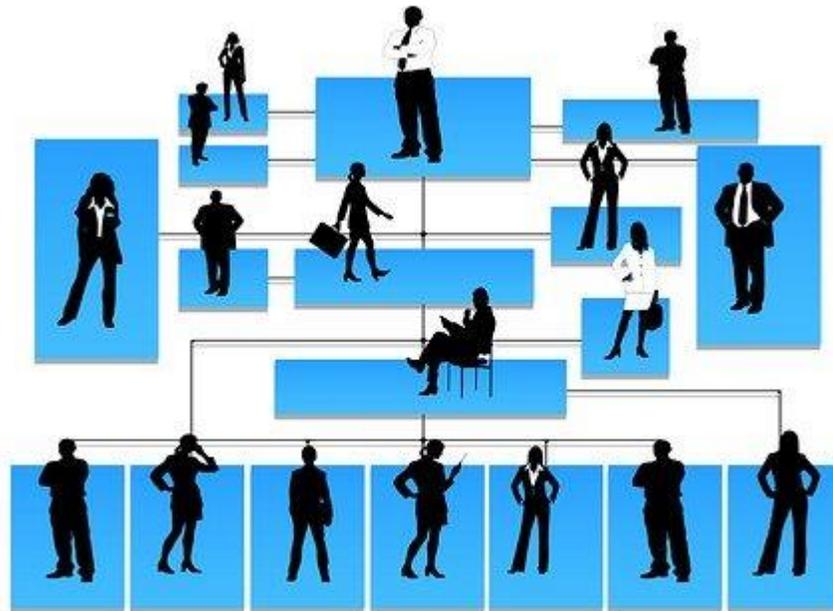


**ART!**

**Understanding your customers through various qualitative research methods**

# Influencers & Learners Have Different Needs

Learning & Development Department



Business priorities and needs  
Digital transformation

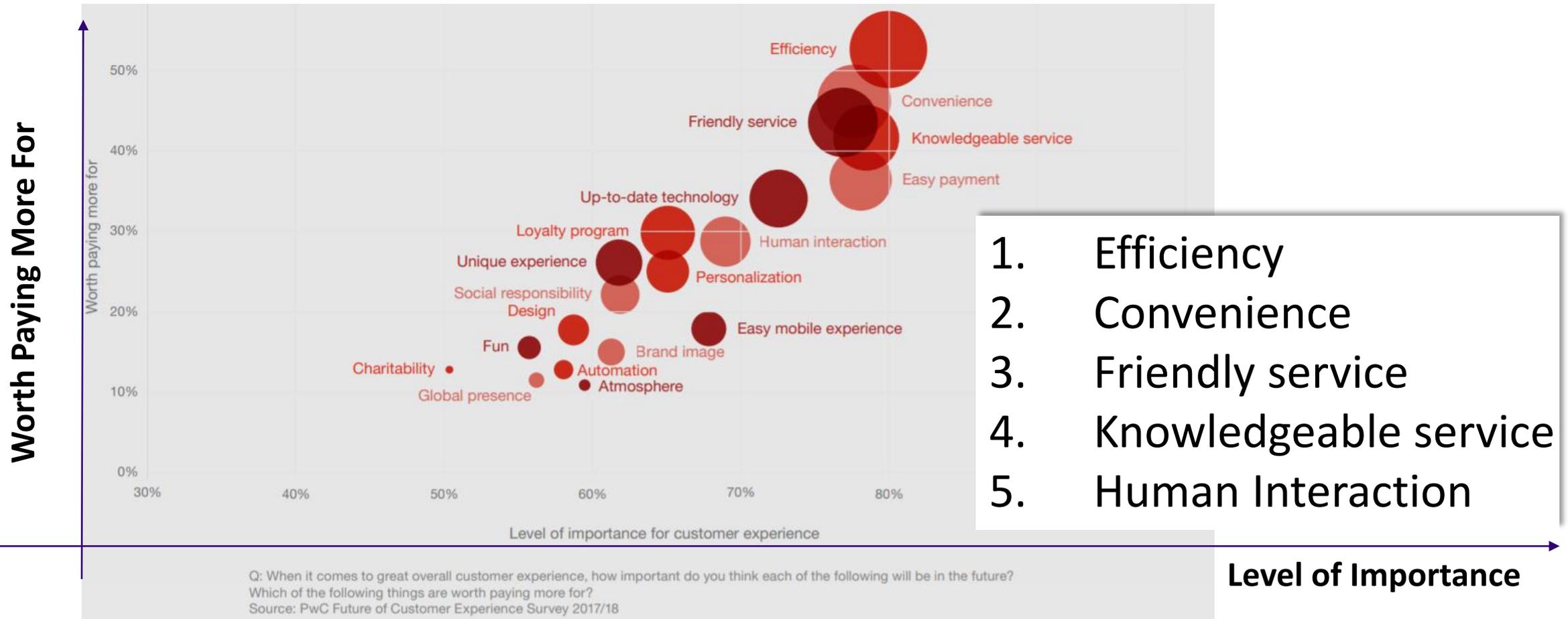
Employee / Learners



Relevance to current job  
Development for new career

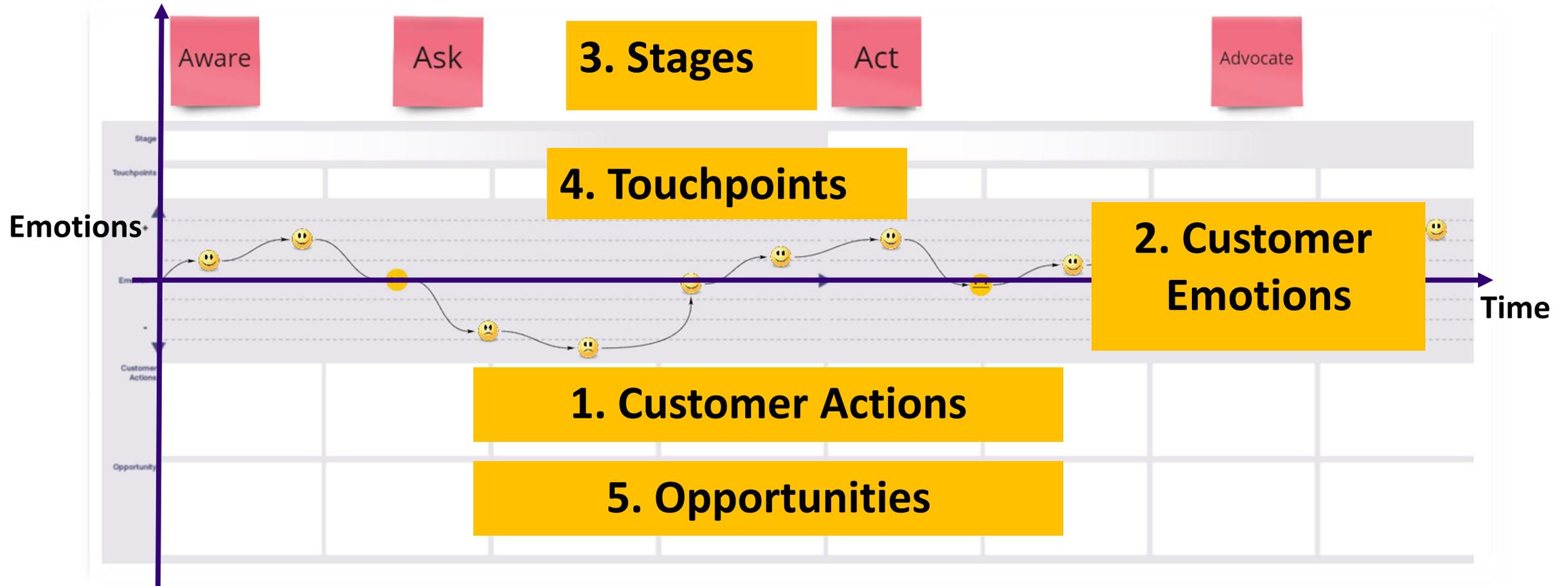
Image credit : Pixabay

# Design Compelling Customer Experience



Source : <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

# Customer Journey Map



# Customer Journey Map

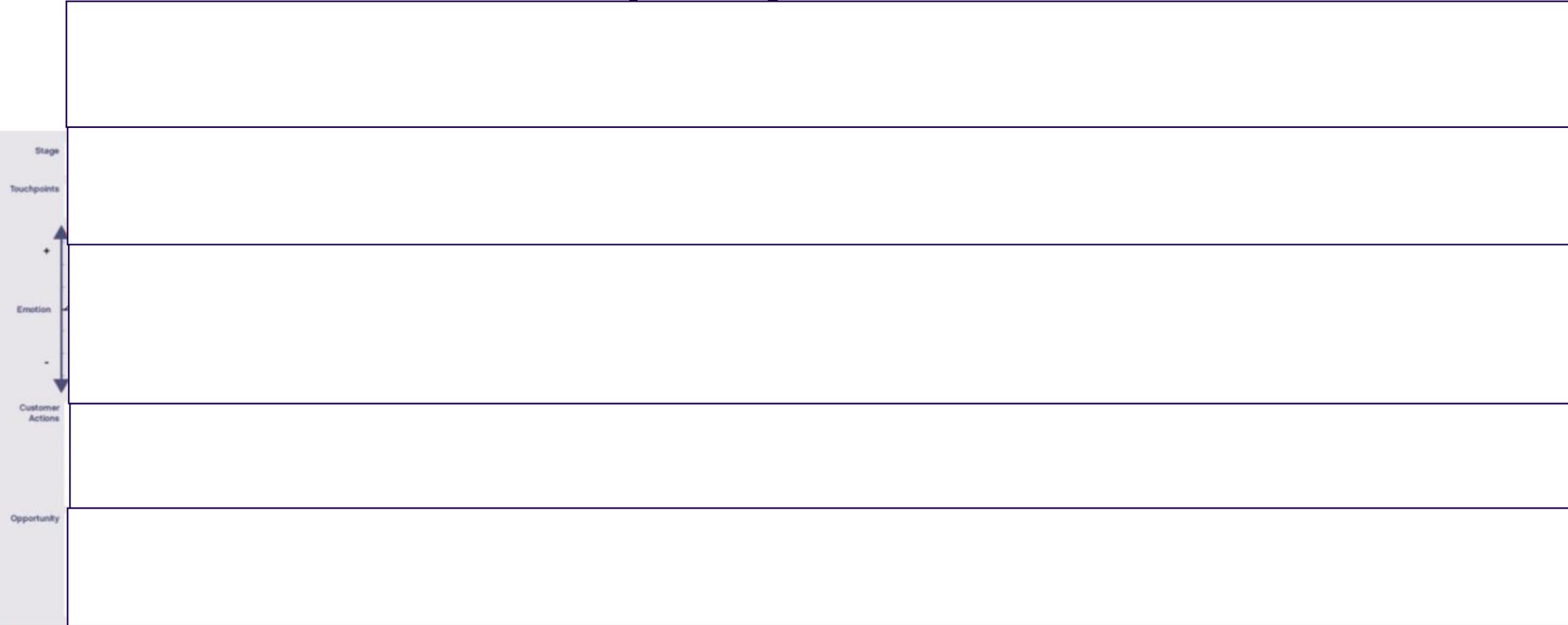


Image source : Lim Wee Khee

# Find Opportunities From Customer Journey

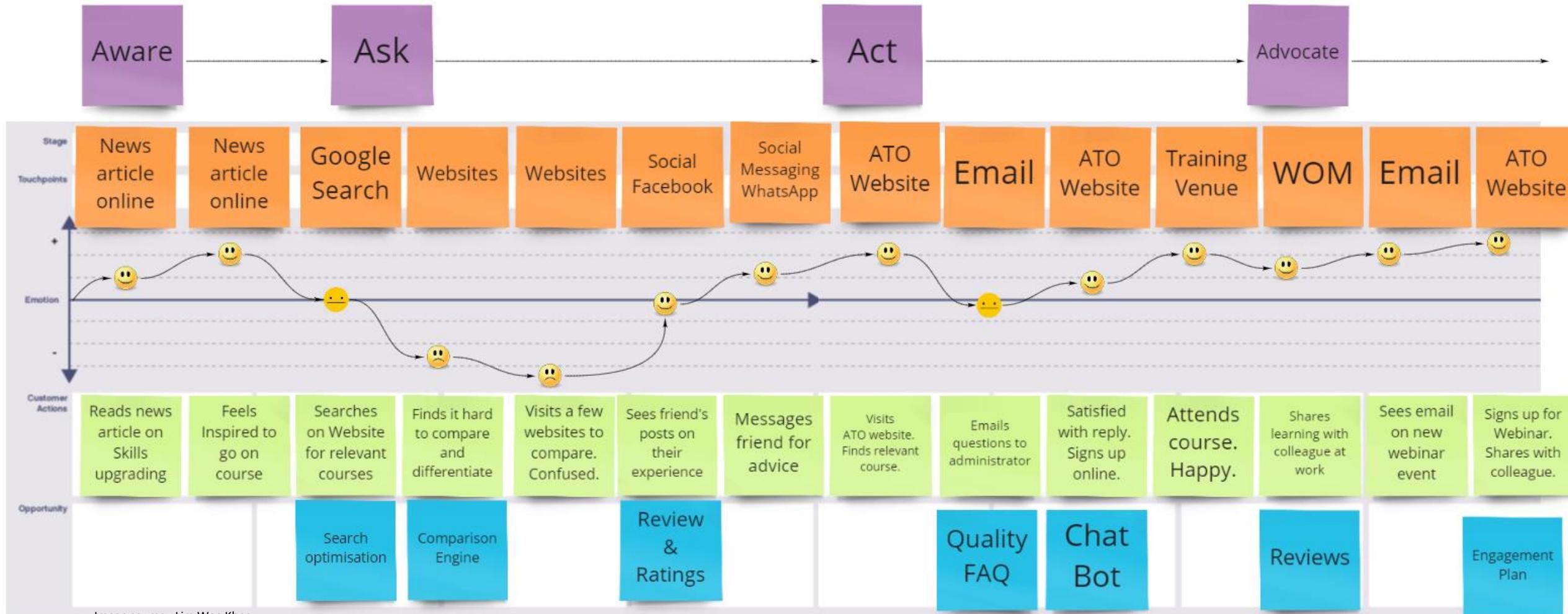


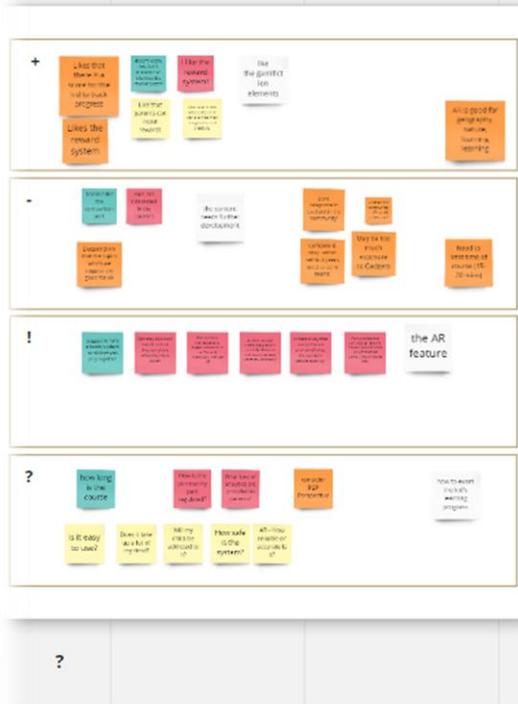
Image source : Lim Wee Khee

# User Experience Important For Tools & Solutions

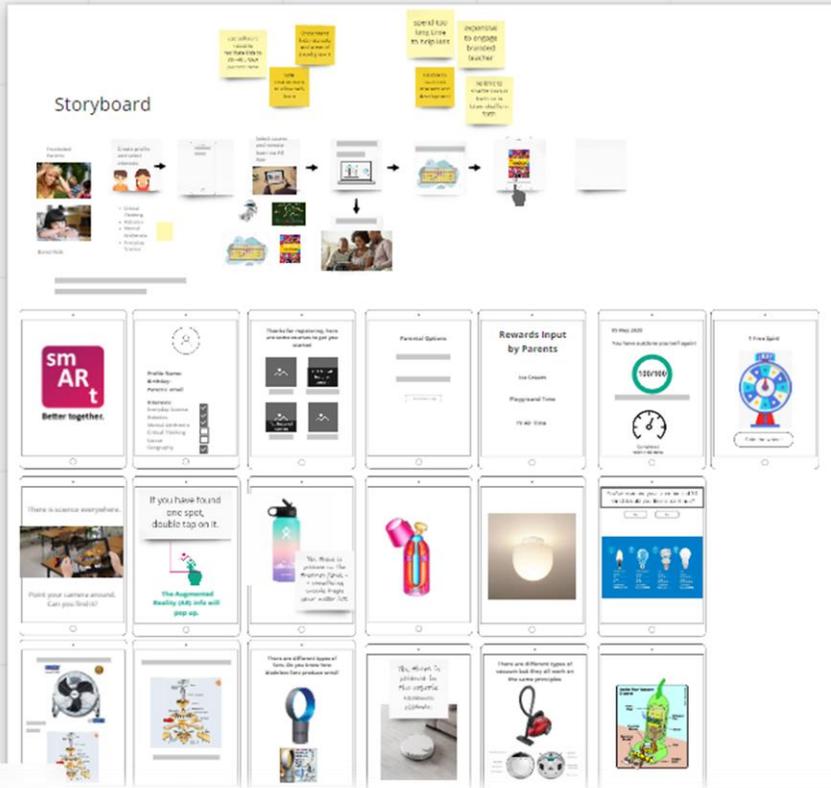


# Experience Drives Adoption

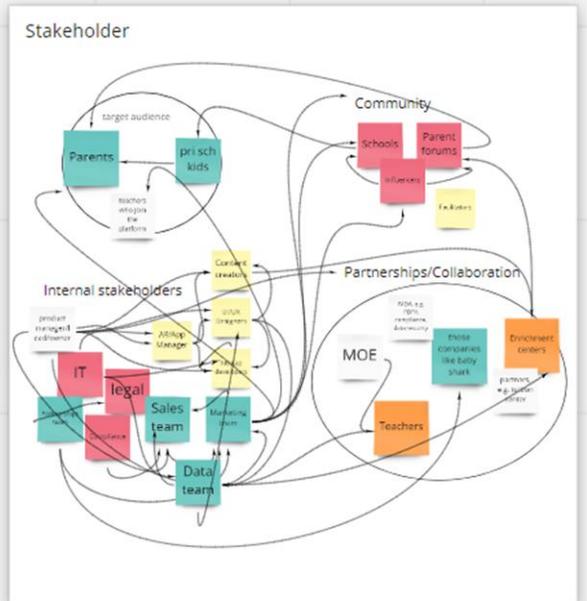
Feedback



Storyboard

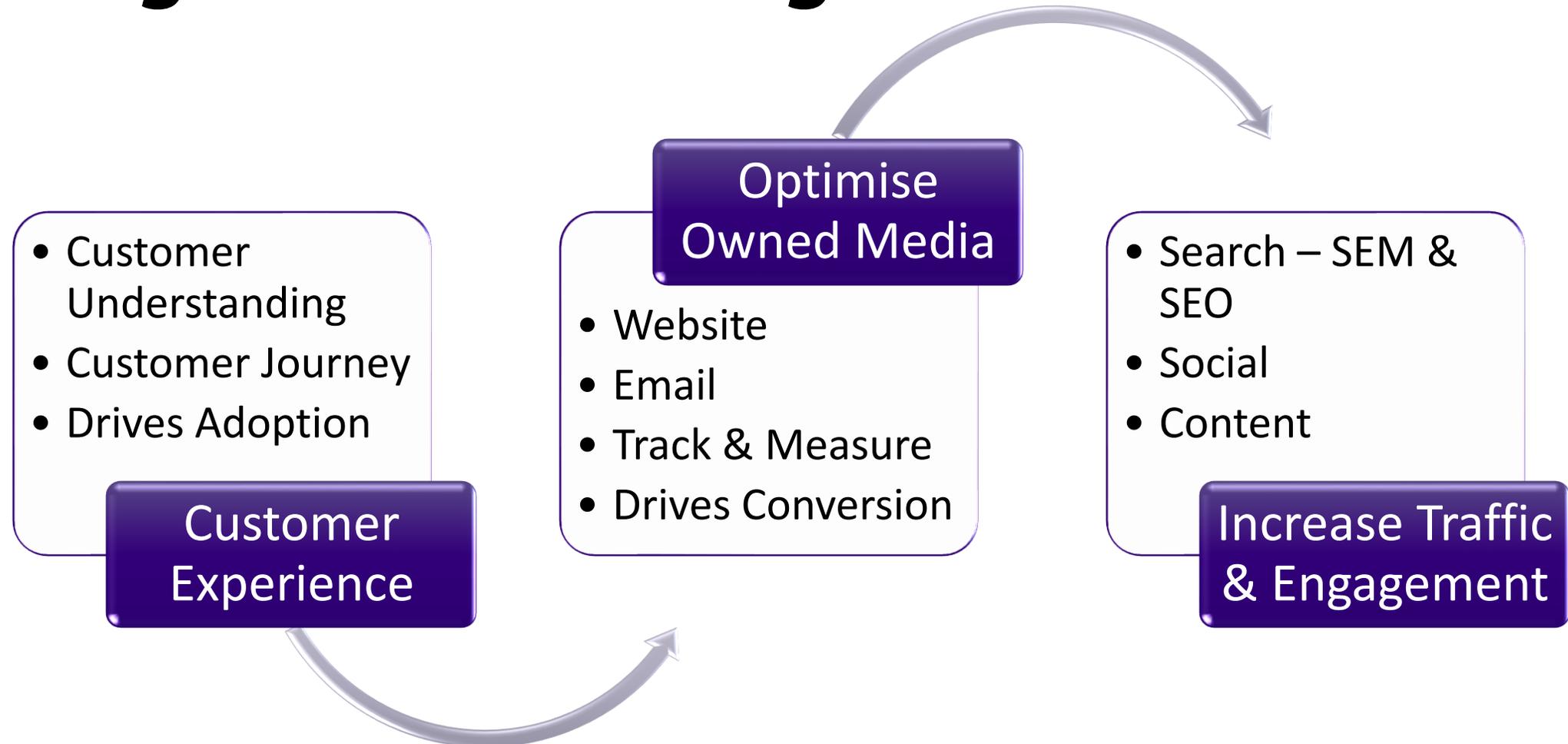


Stakeholder Map

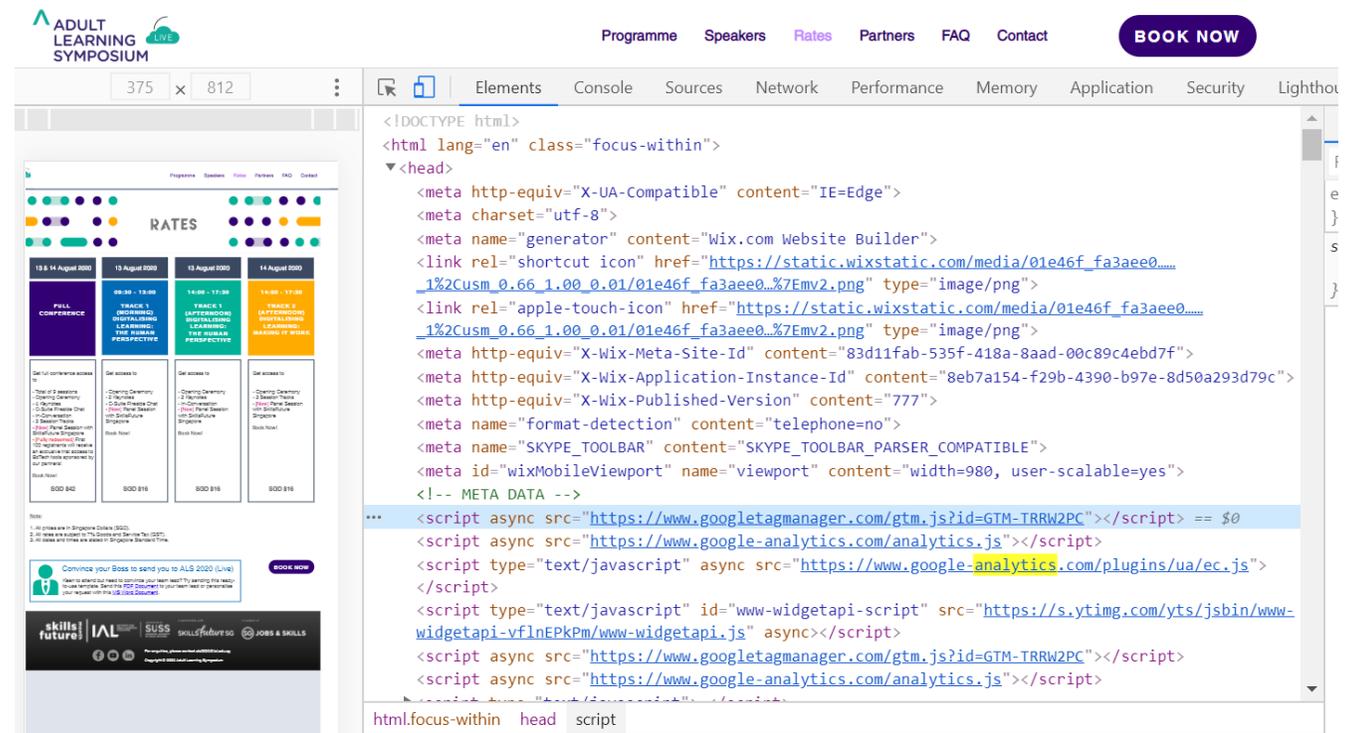


Learning By Doing  
Learning By Experiencing

# Integrated Marketing



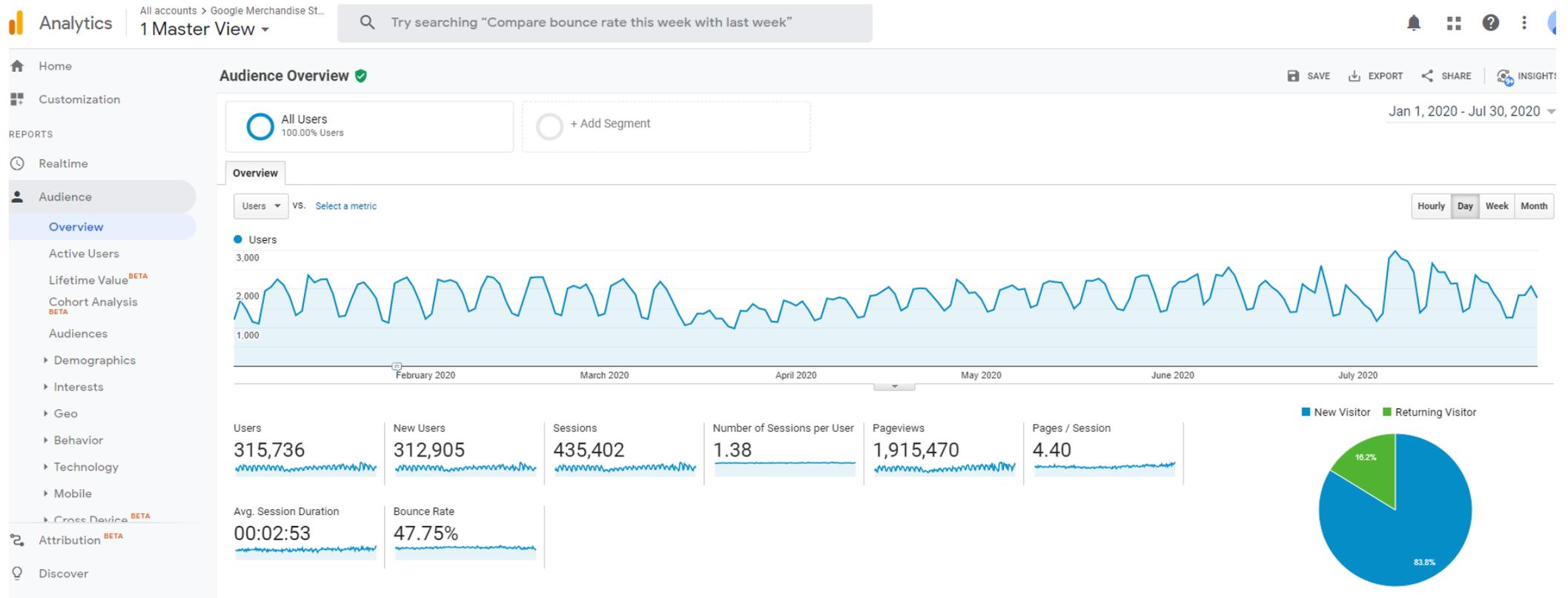
# Optimise Owned Media - Website



## Track & Measure

[https://www.als2020.sg/?utm\\_source=IALwebsite&utm\\_medium=Main\\_banner&utm\\_campaign=ALS2020](https://www.als2020.sg/?utm_source=IALwebsite&utm_medium=Main_banner&utm_campaign=ALS2020)

# Decision Making With Data



Source : Google Analytics

# Track, Measure, Analyse & Action

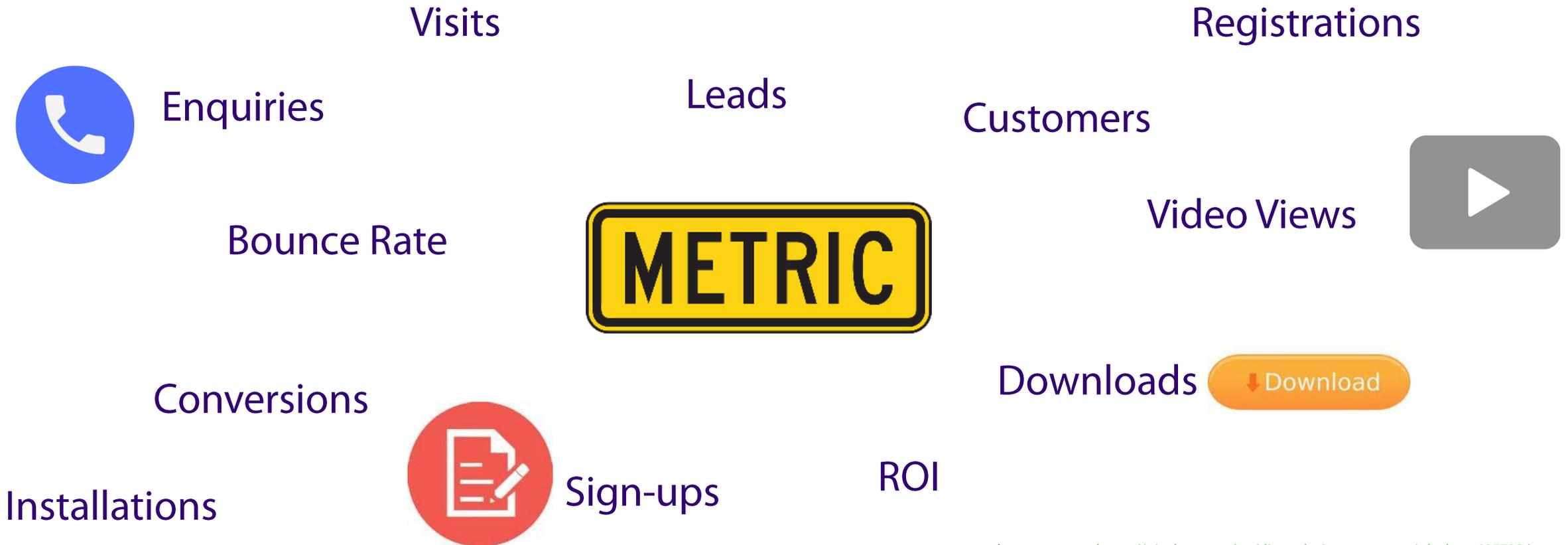
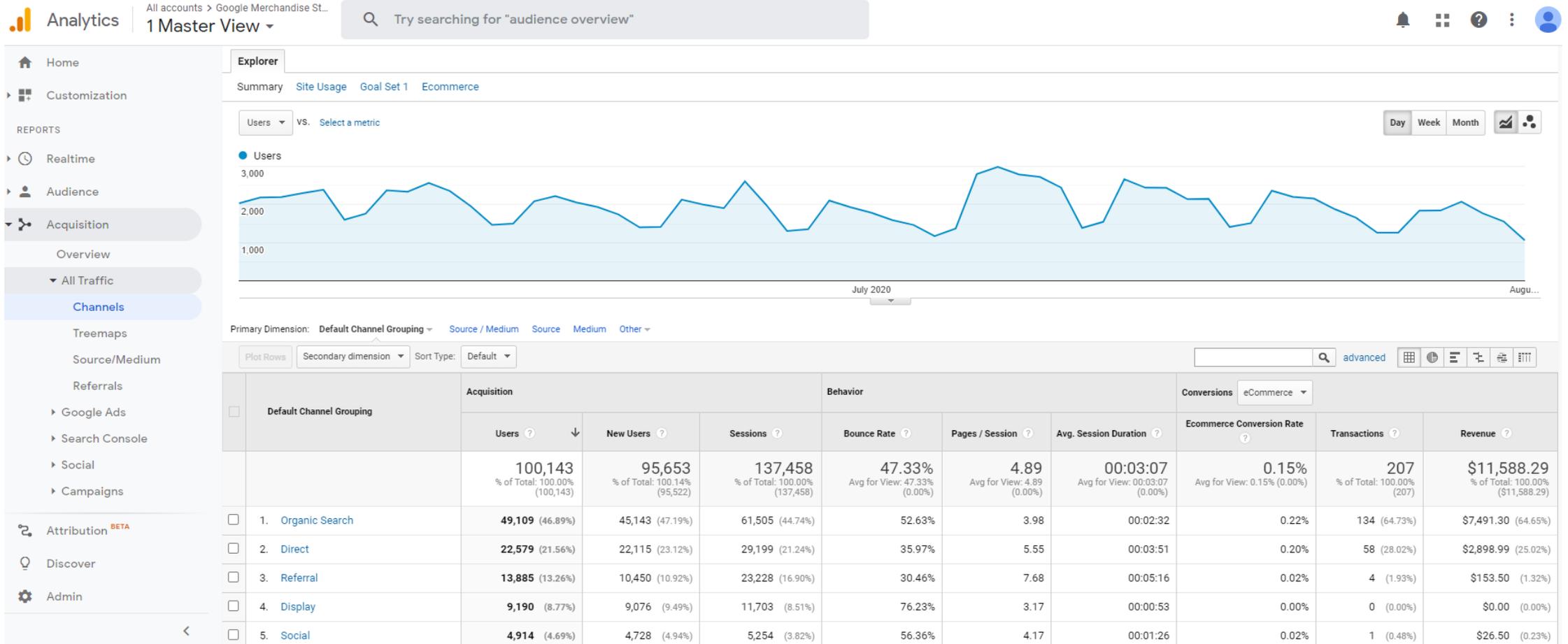


Image source : <https://pixabay.com/en/diet-calorie-counter-weight-loss-695723/>  
Pixabay License. Free for commercial use. No attribution required

# Optimise Marketing Levers With Data



Source : Google Analytics

# Optimise Email Marketing

Building up your  
Owned Media asset

[If you are unable to view this email please click here](#)



The banner features the NUS (National University of Singapore) and ISS (Institute of Systems Science) logos on the left. On the right, it says 'In support of skills future month'. The central text reads 'LEARNING FESTIVAL 2020' in large white letters, with 'ALWAYS LEARNING. ALWAYS LEADING' below it. A stylized, faceted human figure in shades of blue and purple is on the right side. A white box at the bottom left of the banner contains the text 'Empowering Skills & Career Transformation'. At the bottom of the banner, a black bar with white text states 'Tue - Fri, 11 to 14 Aug 2020, 0900hrs - 1900hrs (GMT+8)'.

**Tue - Fri, 11 to 14 Aug 2020, 0900hrs - 1900hrs (GMT+8)**

NUS-ISS Learning Festival is back for its sixth edition! This time, as we brave through the new normal, we bring the festival to the comfort of your home and office.

NUS-ISS Learning Festival 2020 will be our first ever virtual learning festival over a period of four days. Hear from our academics, international guest speakers and invited industry partners as they share interesting insights from their field of expertise.

With Skills and Career Transformation taking center stage and in conjunction with SkillsFuture Month, these



# Optimise Emails To Drive Performance

**Delivery**

Context

Time

Behaviour

Customer  
Status / Type

**Content**

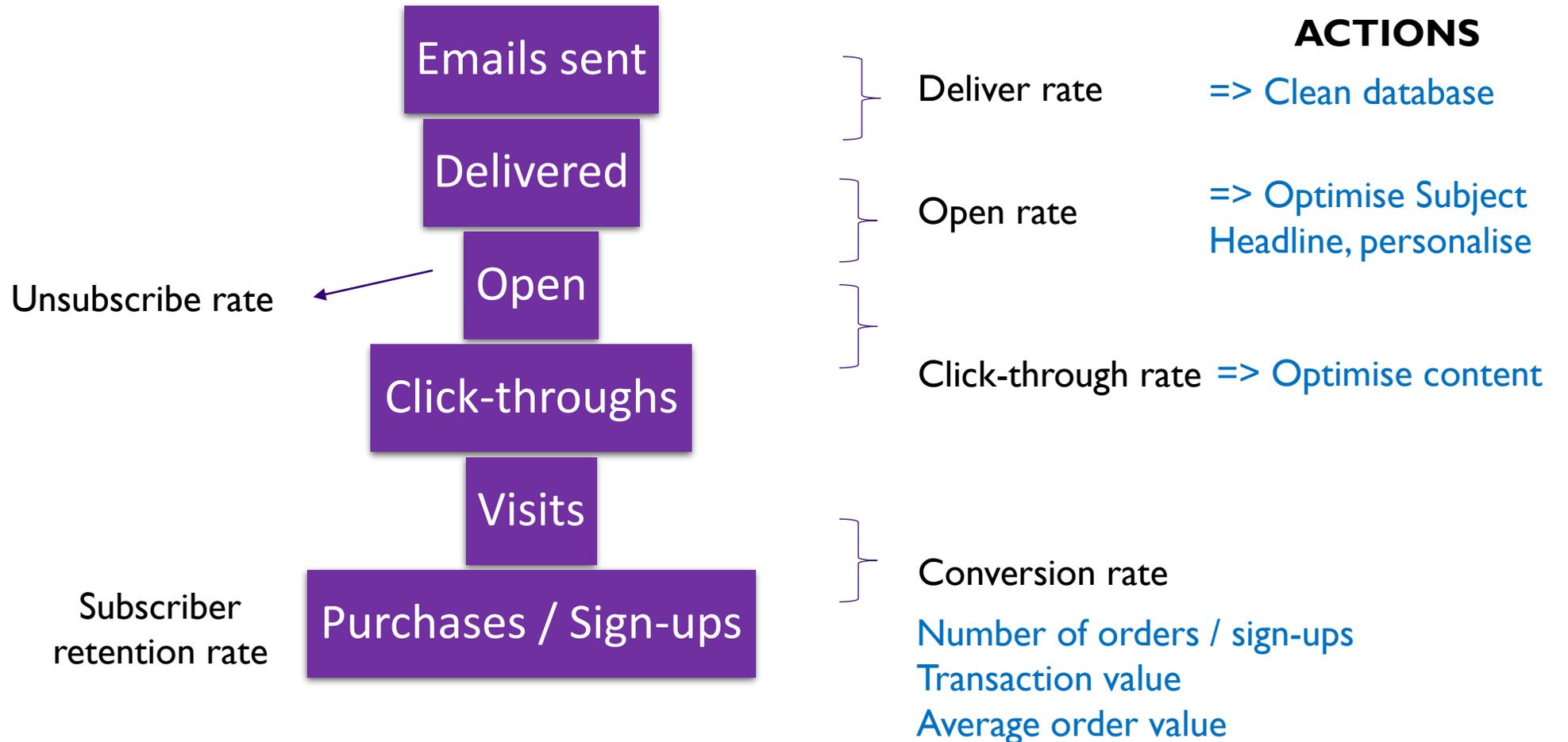
Personalisation

Relevance

Database  
Quality

Tracking &  
Measurement

# Email Metrics & Actions



# Leverage Search – Organic Search & Paid Search



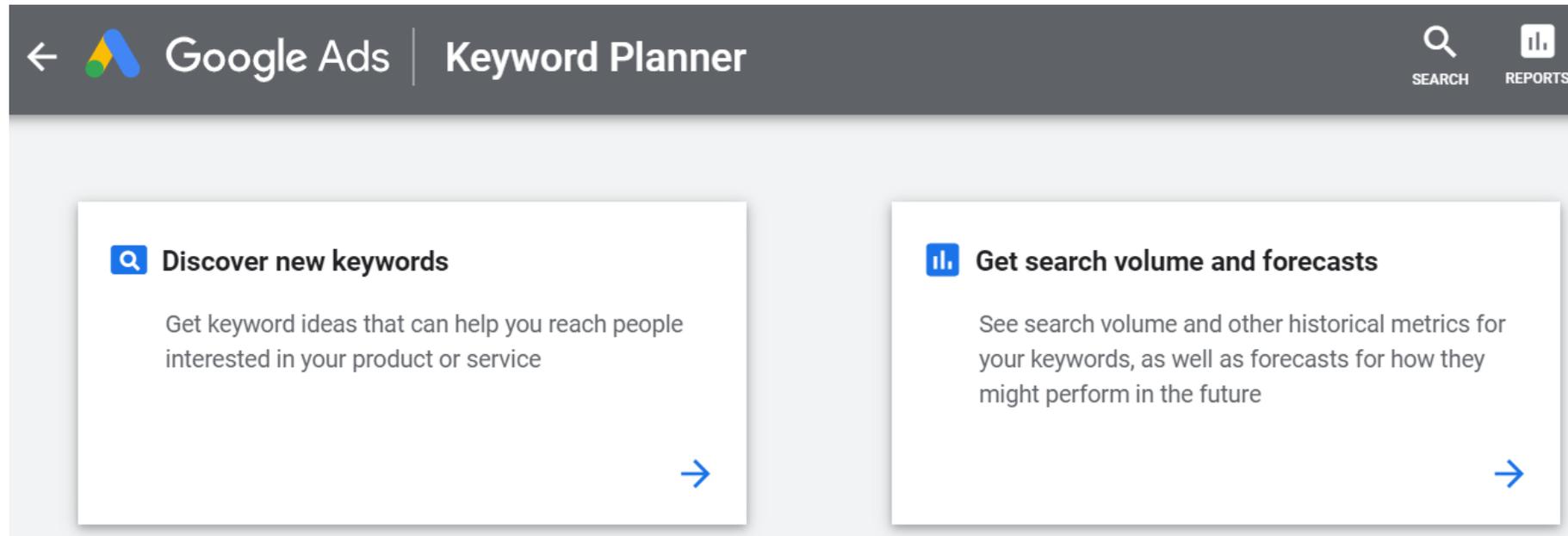
**Organic Search  
(Search Engine  
Optimisation – SEO)**

KEYWORDS



**Google Ads  
Paid Search  
(Search Engine  
Marketing)**

# Perform Keywords Research



Keywords Searched = Strongest indicator of **INTENT**  
Know the intent, satisfy the need.

# Get Ideas For Keywords & Content Creation

## Create Content for SEO



Google Ads | Keyword plan

Locations: Singapore Language: English Search networks: Google Last 12 months Jul 2019 - Jun 2020

Page: <https://www.iss.nus.edu.sg/executive-education/discipline/digital-innovation-design/professional-certificate-of-digital-marketing-content-creation>

Broaden your search: No suggestions found

Exclude adult ideas; Competition: Medium, High View all ADD FILTER Showing 272 of 549 keyword ideas

<input type="checkbox"/>	Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/>	digital marketing course	1K - 10K	High	-	SGD5.50	SGD9.86
<input type="checkbox"/>	digital marketing course singapore	1K - 10K	High	-	SGD5.10	SGD9.83
<input type="checkbox"/>	digital marketer	1K - 10K	Medium	-	SGD2.32	SGD11.57
<input type="checkbox"/>	online marketing courses	100 - 1K	High	-	SGD5.61	SGD9.89
<input type="checkbox"/>	marketing courses	100 - 1K	High	-	SGD4.32	SGD9.58
<input type="checkbox"/>	online digital marketing courses	100 - 1K	High	-	SGD6.27	SGD12.05
<input type="checkbox"/>	digital marketing certification	100 - 1K	High	-	SGD5.45	SGD11.41
<input type="checkbox"/>	social media marketing courses	100 - 1K	High	-	SGD3.93	SGD9.13
<input type="checkbox"/>	google digital marketing course	100 - 1K	Medium	-	SGD4.58	SGD7.42
<input type="checkbox"/>	institute of digital marketing	100 - 1K	Medium	-	SGD4.62	SGD15.13



# Find Benchmarks For Paid Search

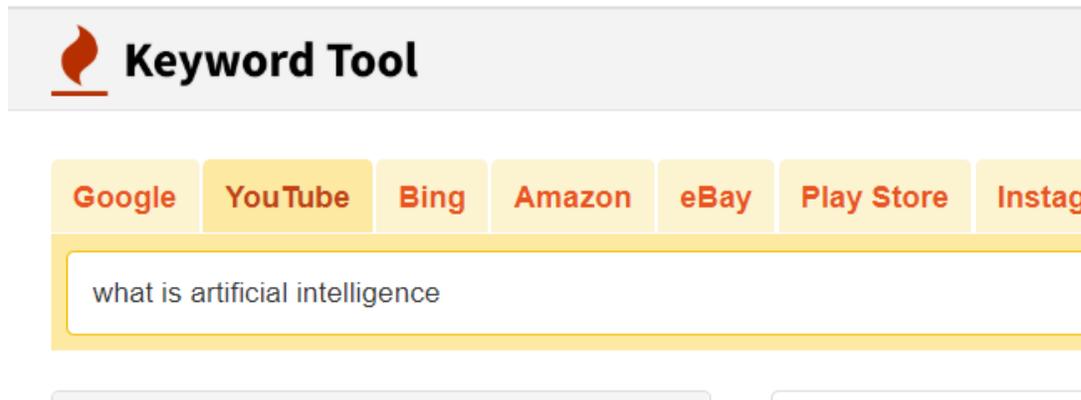
Your plan can get **200** clicks for **SGD400** and a **SGD3** max. CPC <sup>?</sup>

Clicks      Impressions      Cost      CTR      Avg. CPC      Avg. Position  
**200**      **8.7K**      **SGD400**      **2.3%**      **SGD1.99**      **2.1**

Daily Budget: SGD18

	Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	↓ Top of page bid (high range)
Keywords						
Locations	digital marketing strategy	100 – 1K	Medium	–	SGD3.12	SGD17.29
	web analytics	100 – 1K	Medium	–	SGD1.36	SGD10.54
	digital marketing learn	10 – 100	High	–	SGD4.64	SGD9.86
	digital marketing courses	1K – 10K	High	–	SGD5.50	SGD9.86
	training digital marketing	10 – 100	Low	–	SGD4.88	SGD9.74
	social media analytics	100 – 1K	Medium	–	SGD2.45	SGD8.55
	marketing strategy	1K – 10K	Low	–	SGD0.69	SGD8.15

# Use Popular Keywords For YouTube To Generate Content



Keywords that people using to search for YouTube content

Provides valuable information for content creation direction to satisfy a need.

- ▼ Keywords ?
- what is artificial intelligence in 5 minutes
- what is artificial intelligence exactly
- what is artificial intelligence (or machine learning)
- what is artificial intelligence and machine learning
- what is artificial intelligence course
- what is artificial intelligence animation
- what is artificial intelligence and why is it important
- what is artificial intelligence and data science
- what is artificial intelligence and robotics
- what is artificial intelligence and its application
- what is artificial intelligence and how does it work
- what is artificial intelligence bbc

# Choose The Right Social Media



You**Tube**



**2-Way  
Communications**

**Always-on**

**Engagement**

**Co-Creation**

**Brand Fit**

Data Source : <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>  
<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

# Measure Social Media Results



- Measure and Track
- Create Benchmarks

8,741 People Reached	1,187 Engagements	Boost Unavailable	
Boosted on Jul 20, 2020 By Yap Meng		Finishes in 7 days	
People Reached	7.9K	Post Engagement	1.5K
<a href="#">View Results</a>			

# Optimise Targeting with Look-Alike Audience or Custom Audience

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation elements: 'New Campaign', 'New Ad Set', and '1 Ad'. Below this, there are buttons for 'Edit' and 'Review'. The main section is titled 'Custom Audiences' and includes a search bar for existing audiences, an 'Exclude' button, and various targeting filters: 'Locations' (Singapore), 'Age' (25 - 55), 'Gender' (All genders), and 'Detailed Targeting' (People Who Match). A 'Create New' dropdown menu is open, showing two options: 'Custom Audience' (Reach people who've already interacted with your business.) and 'Lookalike Audience' (Reach new people on Facebook who are similar to your most valuable audiences.). Below the menu, an 'Audience Definition' panel shows a gauge with a needle pointing towards 'Broad' (between 'Specific' and 'Broad' markers) and the text 'Your audience selection is fairly broad.' and 'Potential Reach: 1,500,000 people'.

Reach new people who are likely to be interested in your business because they are **similar** to your best existing customers.

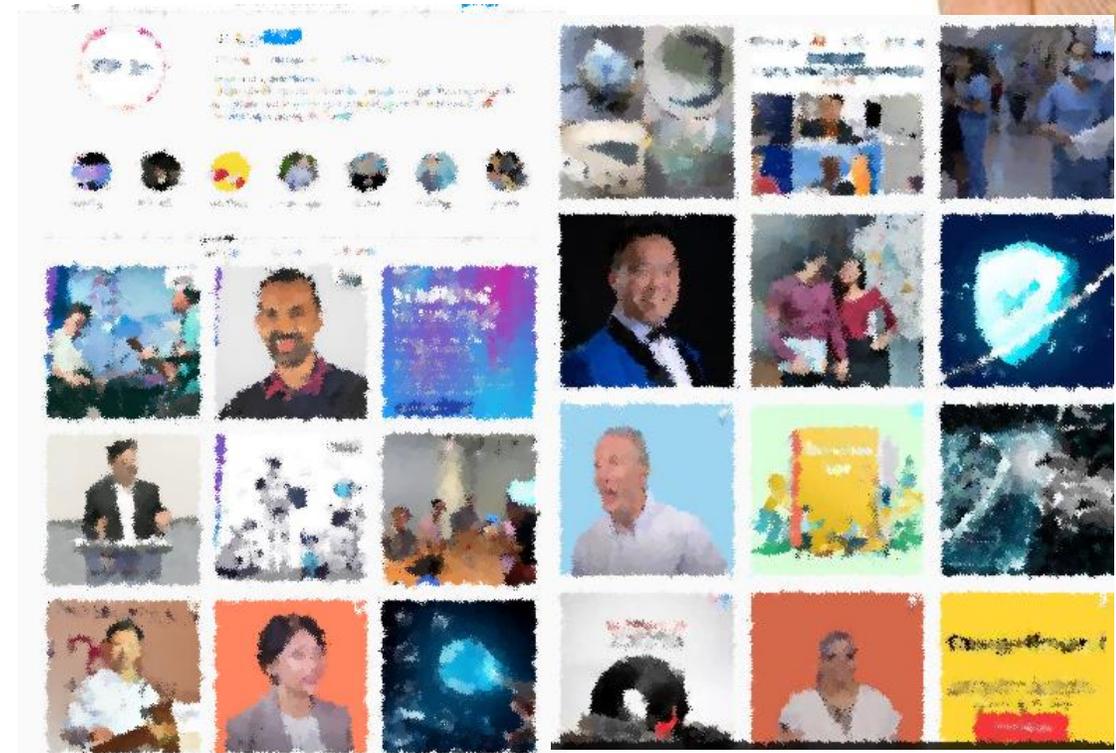
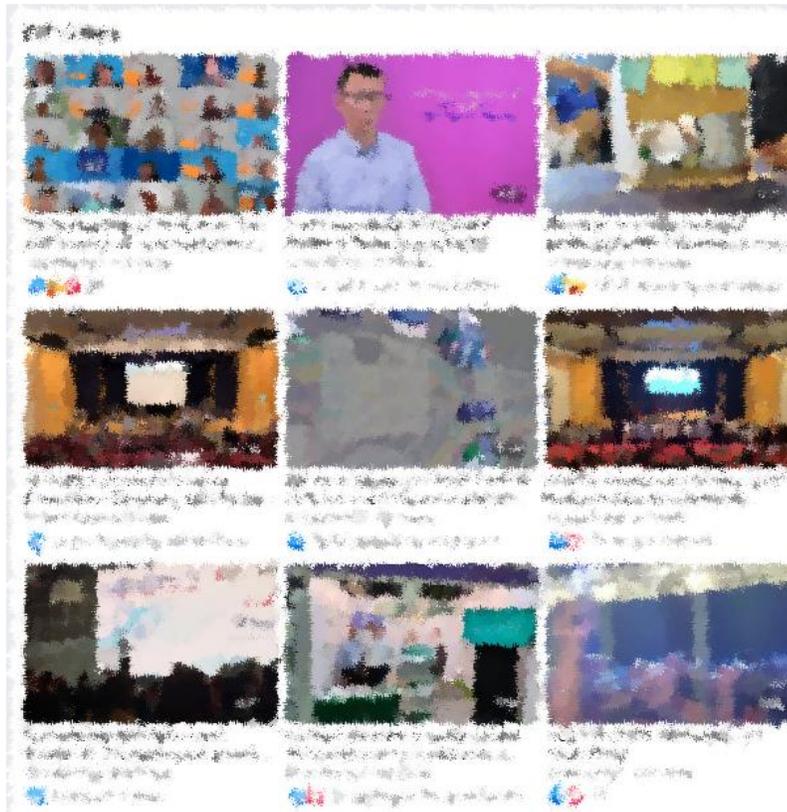
**Look-Alike** = created with information pulled from your pixel, mobile app, or fans of your Page

**Custom** = Group of 1,000 to 50,000 of your best customers based on lifetime value, transaction value, total order size or engagement.

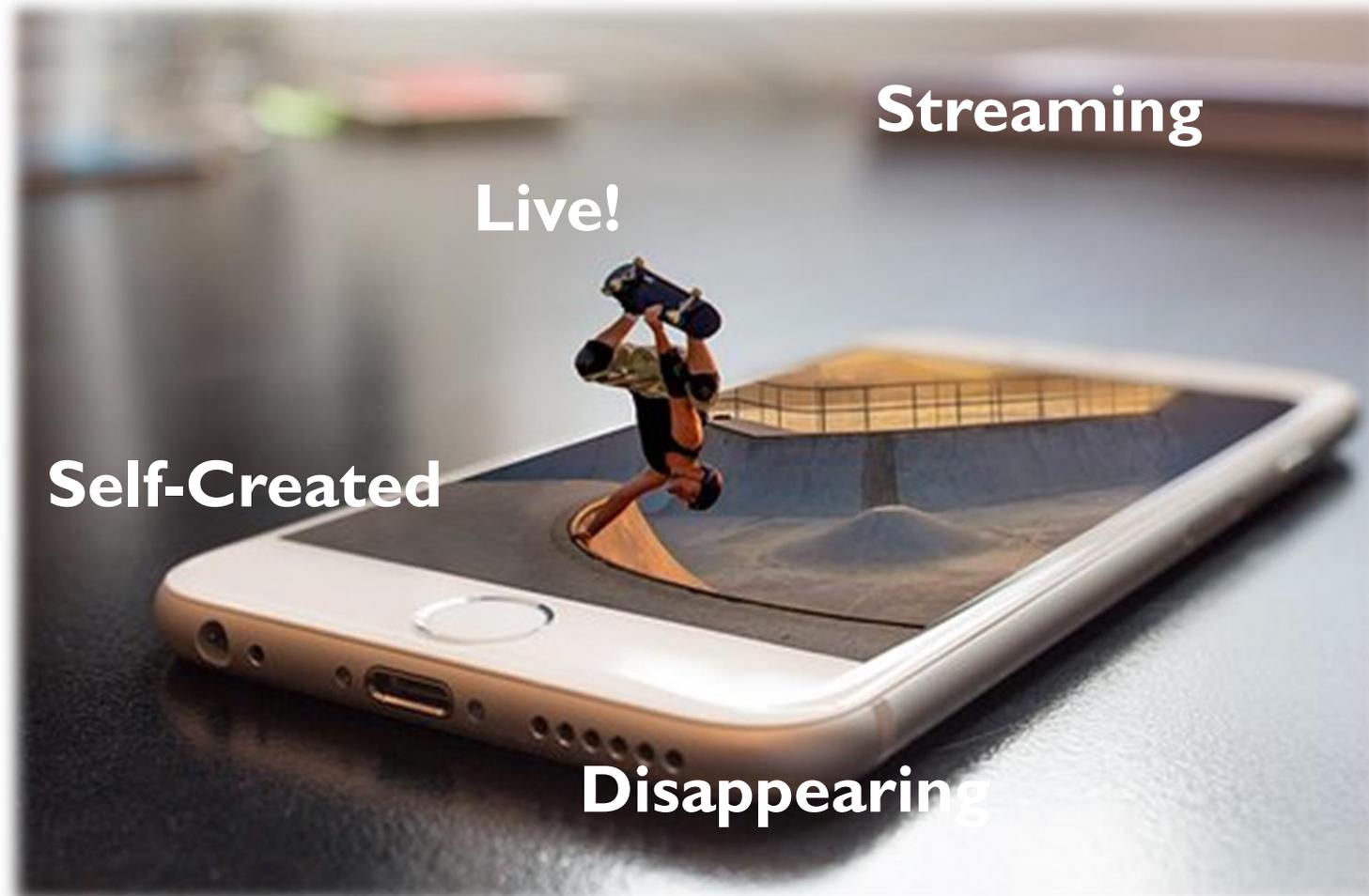
Source : <https://www.facebook.com/business/help/465262276878947?id=401668390442328>

# Create Content To Engage

CONTENT



# Leverage Videos



- Facebook Live
- Instagram Stories
- Instagram Direct
- Snapchat Stories
- WhatsApp Status
- Tik Tok Music Videos

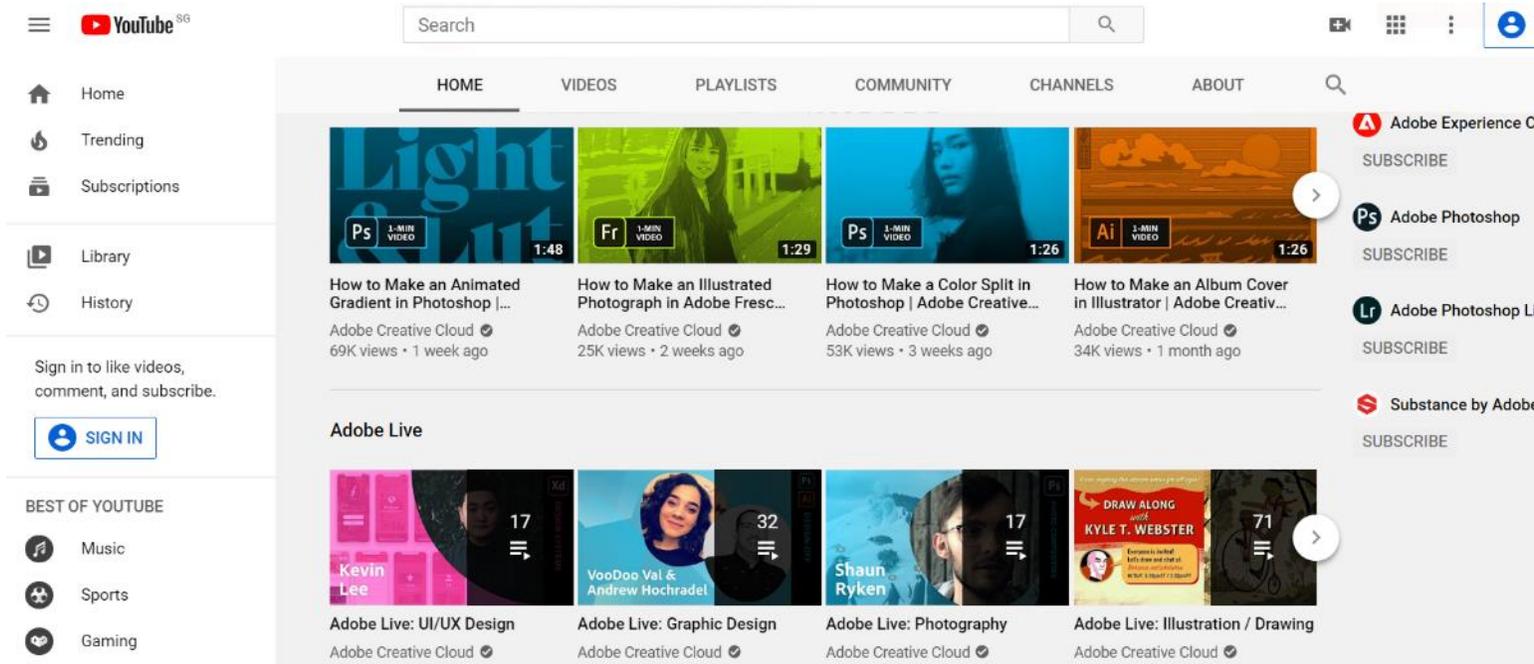
# Video Content & Metrics

## Video Content

- Educational & Informational Lists
- How To
- Behind the scenes
- Case studies
- Interviews
- In conversations with

## Metrics for YouTube

- Impressions
- Impressions click-through rates
- Unique viewers
- Views
- Watch time (minutes)



Source : <https://www.youtube.com/channel/UCL0iAkpqV5YaIVG7xkDtS4Q>

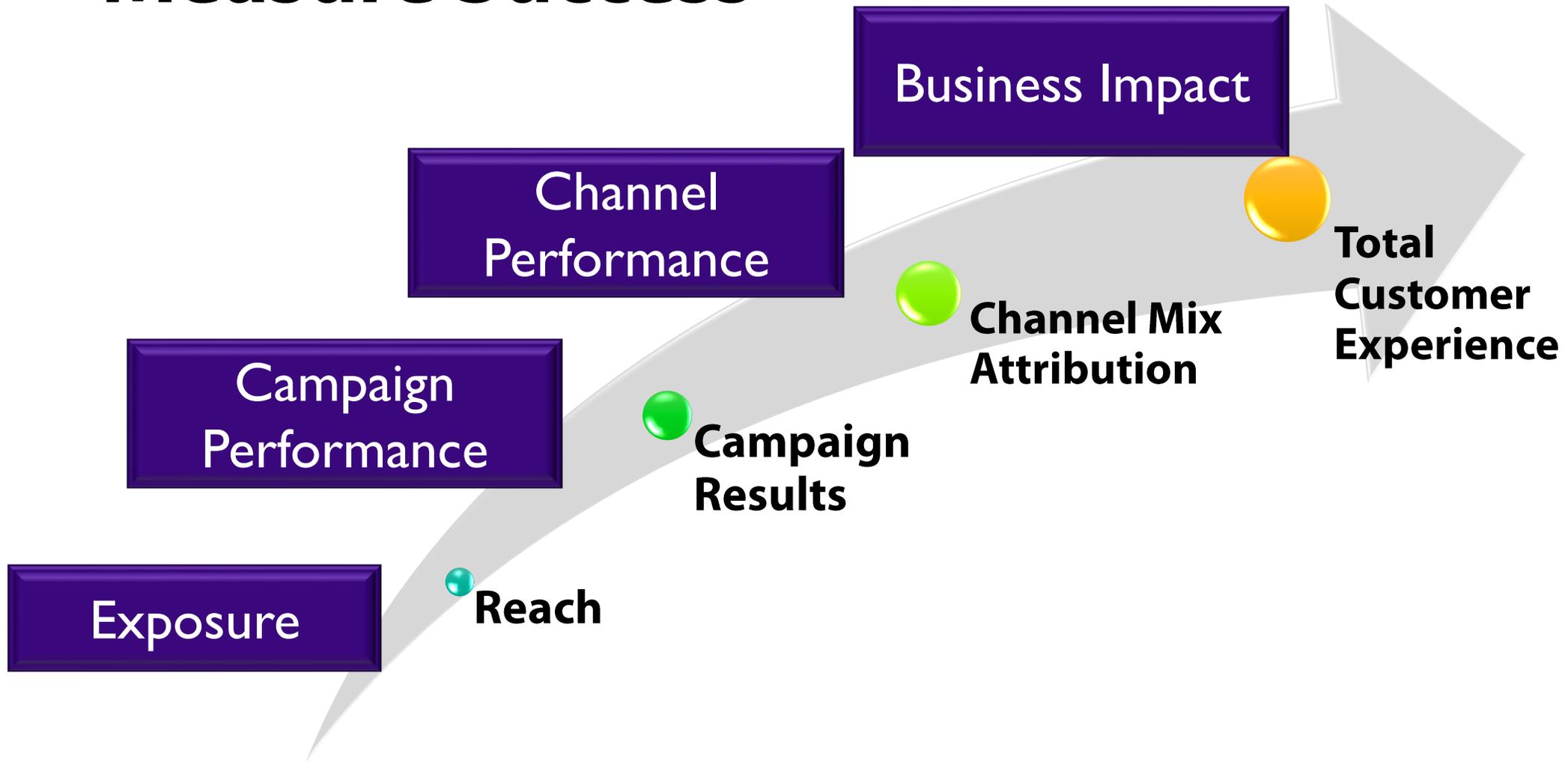
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# Test, Experiment, Optimise

- A-B Testing
- Personalisation based on history or behaviour. Show relevant products and promotions to the right people at the right time.
- Review User Experience
- Integrate with offline channels (eg. call centre)
- Examine internal processes and department silos
- Agile Mind-set



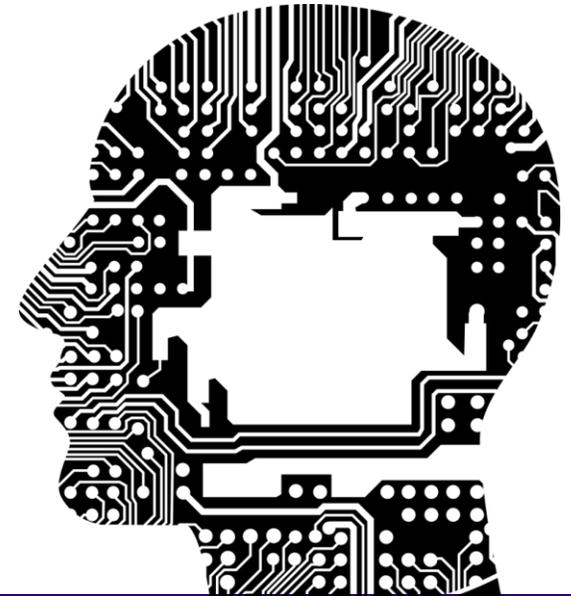
# Measure Success



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# Trends To Watch

- Unified view of Customer with integrated data sources (eg. Customer Data Platform)
- Targeting & Personalisation
- Marketing Automation to increase efficiency
- AI to enhance execution



# Fusion Of Art and Science

Creativity, Content, Customer Experience

Data, Measurement, Experimentation

# Key Ingredients For Driving Marketing Success





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# Q & A



# PARTICIPANT'S FEEDBACK SURVEY



[bit.ly/als2020live](https://bit.ly/als2020live)