

Continuing Professional Development Programme for 2022



DIGITAL MARKETING ESSENTIALS FOR FINANCIAL SERVICES PROFESSIONALS

(P211224OQX)

Accredited by IBF through The Society of Remisiers Singapore,
powered by AB Maximus

by **Mr. Andrew Chow**

This Digital Marketing course is specially designed to provide individuals in the **financial planning, banking and securities industry** with the knowledge and practical skills to implement a digital marketing plan using social media and electronic mailers. This interactive training programme is tailored to combine the fundamentals of marketing and its application using digital tools to leverage and apply in the marketing financial professional's services and expertise.

❖ **Zoom Class**

❖ **IBF-FTS Funding**

❖ **9 CPD Hours
over 1.5 days**

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LEARNING OBJECTIVES

- ❖ To list the different digital marketing strategies for Financial Services
- ❖ To create content for social media marketing
- ❖ To execute an email marketing campaign
- ❖ To differentiate different channels according to its niche and persona
- ❖ To develop a powerful personal branding on LinkedIn

COURSE STRUCTURE AND OUTLINE

- **The Impact of Digital Marketing**
 - Digital landscape and its uniqueness
 - Digital evolution
 - Positive vs Negative
- **Digital Marketing Mix**
 - Types of channels
 - Online vs Offline
 - Importance of the right selection
- **Fundamentals of social media marketing**
 - What's is social media marketing?
 - Types of social media networks
 - Invest in right channels
 - Social listening
 - Social Media advertisement
- **Facebook Marketing**
 - Understand how Facebook works
 - Building your Facebook page
 - Build your audience
 - Facebook posts
 - Engage your audience
 - Promote your business on Facebook
 - Understanding Facebook insights
- **LinkedIn Profiling for Personal Selling**
 - Powerful Headline
 - Comprehensive Summary
 - Skill Sets
 - Extensive Networking
 - Recommendation
- **Email Marketing**
 - Database marketing
 - Tools of email marketing
 - Data analysis and consumer insights

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TRAINER PROFILE

Andrew Chow is known to be pragmatic, visionary, competitive, intuitive and giving.

While he is a successful social media and public relations strategist, entrepreneur and speaker based in Singapore, he is also the best-selling author of a highly popular series of books: Social Media 247, Public Relations 247 and Personal Branding 247.



Andrew has spoken in over 15 countries within 5 years and addressed more than 20,000 people on Digital Marketing, Personal Branding, Enneagram, Public Relations and Branding.

Andrew's career of 30 years; has seen him work with an array of clients including AXA Insurance, Abbot Medical Optics, Singtel and Sony Pictures, M1, Starhub, and Sennheiser.

Andrew had more than 300 interviews and features about him or his business since 2005 from more than 40 local and regional media.

He is listed as the Top 10 Most Influential Speaker in Singapore in 2013 by the Singapore Business Review. He won the Spirit of Enterprise in 2008 and the Successful Entrepreneur in 2010. Before he served as the President of the Asia Professional Speakers – Singapore (APSS), he also won the coveted Spirit of Service Award from the Industry.

He loves travelling and held his solo Photo Art Exhibition for 3 days in Singapore to raise funds for a charity – Teen Challenge.

Andrew is known by the moniker @ideasandrew in all his social media platforms.

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TRAINING HOURS

Total Training and Assessment Hours

9 Hours over 1.5 Days

COURSE DELIVERY

Synchronous/Online via Zoom

In-house & Open Enrolment Available

PROGRAMME FEE

Full programme fee	S\$ 600.00 nett
Programme fees after 80% IBF-FTS Funding	S\$ 120.00 nett
Programme fees after 90% IBF-FTS Funding *	S\$ 60.00 nett

*Singapore Citizens aged 40 years old and above will be eligible for 90% co-funding of direct training costs. Payment is on a net-fee basis for qualified participants. IBF-FTS Funding terms and conditions apply.

IBF-FTS FUNDING

This programme has been accredited under the IBF-FTS, and is eligible for funding under the IBF Financial Training Scheme (IBF-FTS), subject to all eligibility criteria being met.

The Financial Training Scheme (“FTS”) provides funding for financial sector-specific training programmes which are recognized under FTS. This scheme is eligible for company-sponsored participants who are Singapore Citizens or Singapore Permanent Residents, physically based in Singapore, and who have successfully completed a FTS programme. Financial Institutions (MAS licensed or exempt entities), involved in or supporting financial sector activities, are eligible to submit claims for company-sponsored participants.

Licensed representatives or registered agents can sign up and make payment directly with the training provider (TP). However, the representative or agent should provide a letter of support from his/her Financial Institution (FI) Principal when enrolling for the course. TP will sight the staff pass and check the MAS Register of Representatives / General Insurance Association’s (GIA) Agent Registration Board to confirm the participant’s eligibility.

For all FTS programmes commencing on or after 1 January 2022 to 30 June 2022, MAS will enhance course fee subsidies for locals attending accredited or recognised courses up to 80% co-funding of direct training costs, subject to existing grant caps of S\$2,000 per programme. Singapore Citizens aged 40 years old and above will be eligible for 90% co-funding of direct training costs.

IBF full set of terms and conditions can be found via <https://www.ibf.org.sg/programmes/Pages/IBF-FTS.aspx>

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Click here to fill register online:

<https://www.abmaximus.com/dme22-01>

Personal Particulars

Name (as in NRIC): _____ Gender: M / F

NRIC: _____ Nationality: Singapore Citizen / Singapore PR. Please state if Others _____

Contact number: _____ Email: _____

Mailing Address: _____

_____ Postal Code: _____

Designation: _____ License No. : _____

Company Name & UEN no.: _____

Company Representative Email & Contact no.: _____

**For self-sponsored individuals, please provide a letter of support from your Financial Institution (FI) Principal when enrolling for the course. Please contact raymond@abmaximus.com for more information.*

Where / How did you first know about our classes? (You may tick more than one option below)

Info Session / Preview Lecture Emailer AB Maximus Website IBF Google Ads Friends / Relatives

Others, please specify: _____

Programme Date:

27 & 28 April 2022 19 & 20 May 2022 1 & 2 June 2022 15 & 16 June 2022 29 & 30 June 2022

Payment: Payment of S\$ _____ nett

My Company is sponsoring me for this course.

Bank Transfer (SRS UOB Current Account 989-380-506-7)

(Bank Transfer Reference Number: _____)

PayNow (Scan the QR code at the right)

(PayNow Reference Number: _____)

Course co-ordinator please contact us at raymond@abmaximus.com for group registration.



Payment and Refund Policy:

Any notice of withdrawal must be given in writing via email to raymond@abmaximus.com :

1. Full refund* less S\$20 administrative fee, if notice is given at least 10 business days before commencement.
2. 50% refund* if notice is given between 5-10 business days before commencement.
3. No refund if notice is given less than 5 business days before commencement, or after commencement of programme.
4. Study materials if issued, will be chargeable if not returned in the original packaging.

* Note: Refund amount is based on fee paid.

I understand and agree to the programme terms and conditions stipulated:

Signature: _____ Date: _____

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Programme Terms and Conditions

General:

1. Enrolment forms, submitted through your Company's administrative departments, should reach us at least 10 business days before course commencement date.
2. All fees must be paid before the commencement of the course.
3. An official receipt will be issued after receiving full payment together with the completed enrolment form and supporting documents (if applicable).
4. Live courses: A confirmation email stating the course details will be sent to participants at least 1 week prior to commencement of the course. The dates/lecturers indicated are subject to change. If participants wish to make any changes to their applications or request for refund, written notice should be given 10 business days before the commencement of the course. An administrative fee of \$20 will be charged.
5. The Society of Remisiers, Singapore and A. B. Maximus & Co. Pte Ltd reserves the right to cancel courses due to unforeseen circumstances and make a full refund of fees paid by each participant.
6. This continuing professional development programme is subjected to the existing Monetary Authority of Singapore (MAS) requirement, rules or regulations prescribed by the MAS.
7. By submitting this form, I consent to The Society of Remisiers, Singapore and A. B. Maximus & Co. Pte Ltd collecting, using, disclosing and processing my personal data for purposes related to the administration of the registration for the class and to send me updates informing me of future classes. I also understand that my personal data may be shared with IBF and/or their appointed audit firm for the purpose of IBF funding application and audit to ensure funding claims submitted are bona fide and accurate.

* Points to note on all IBF Funding application:

- The Society of Remisiers, Singapore reserves all rights to bill Company/Individual the full course fee without IBF funding if any of the IBF funding eligibility criteria is not met.
- IBF full set of terms and conditions can be found via <https://www.ibf.org.sg/programmes/Pages/IBF-FTS.aspx>

I understand and agree to the programme terms and conditions stipulated:

Signature: _____ **Date:** _____