

DIGITAL

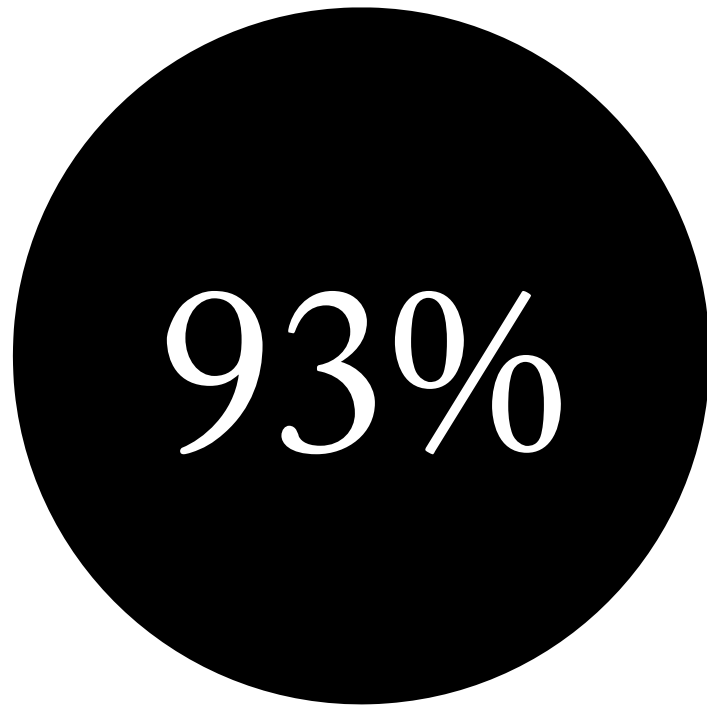
Marketing For eCommerce

Are

Businesses Losing Faith in Digital Channels?

Is

Digital Still Relevant For Businesses?



Internet Usage Everyday

#	WEBSITE	TIME	PAGES
01	Google.com.sg	06m28s	9.80
02	Youtube.com	08m18s	4.79
03	Google.com	07m32s	8.56
04	Facebook.com	10m21s	4.00
05	Wikipedia.org	04m16s	3.31
06	Yahoo.com	04m02s	3.61
07	Reddit.com	15m46s	10.05
08	Live.com	04m03s	3.41
09	Qoo10.sg	08m28s	7.51
10	Lazada.sg	06m50s	5.87

#	WEBSITE	TIME	PAGES
11	Instagram.com	05m23s	3.34
12	Dbs.com.sg	03m36s	2.21
13	Amazon.com	08m29s	8.62
14	Whatsapp.com	03m50s	1.23
15	Baidu.com	07m31s	5.88
16	Twitter.com	06m21s	3.21
17	VK.com	10m28s	4.74
18	Straitstimes.com	03m08s	1.98
19	Linkedin.com	05m19s	4.19
20	Taobao.com	08m36s	3.97

Digital

What is the ~~cost effectiveness~~ of digital?

eCommerce

CONNECT



SELL



RETAIN

eCommerce

CONNECT



SELL



RETAIN

Selling is only 1/3 of eCommerce

Cost Effectiveness

CONNECTING ; Engagement with Target Audience

Cost Effectiveness

SELLING

; Percentage of sales from inbound-ad links & direct sales

Cost Effectiveness

RETAINING

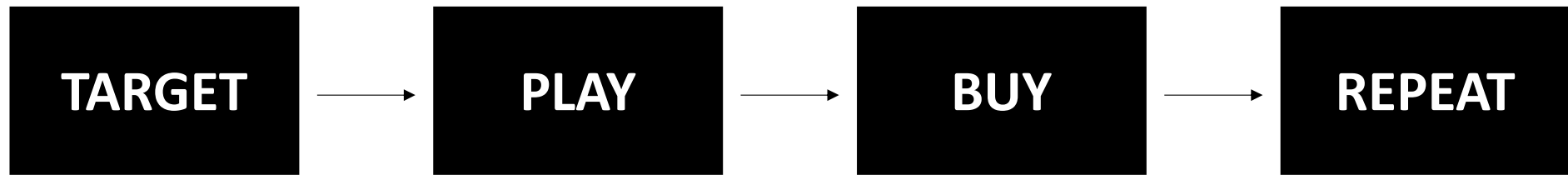
; Customer repeat engagement & purchase

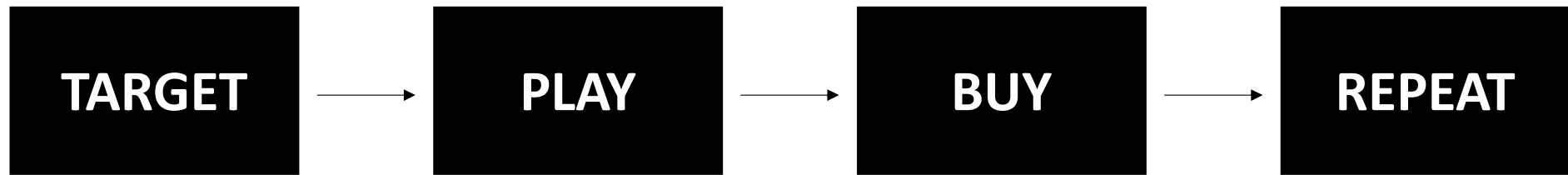
Digital SUCCESS

CONSUMER PAIN POINT

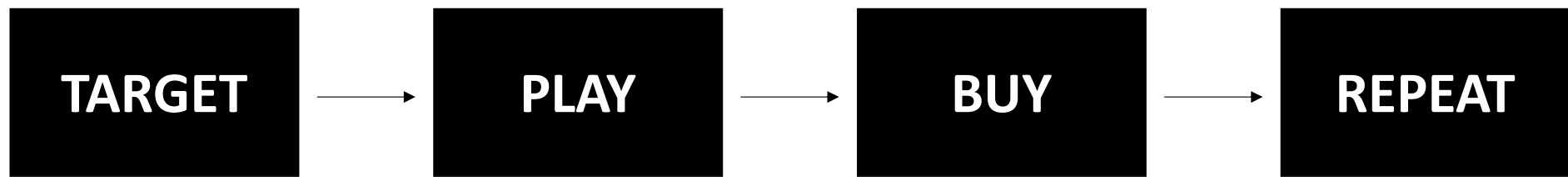


VALUE PROPOSITION

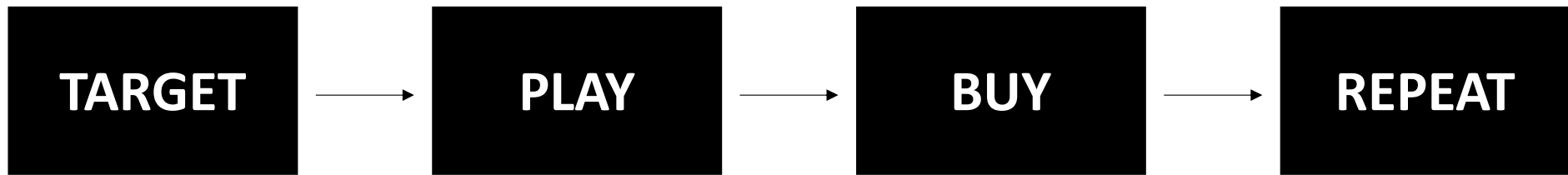




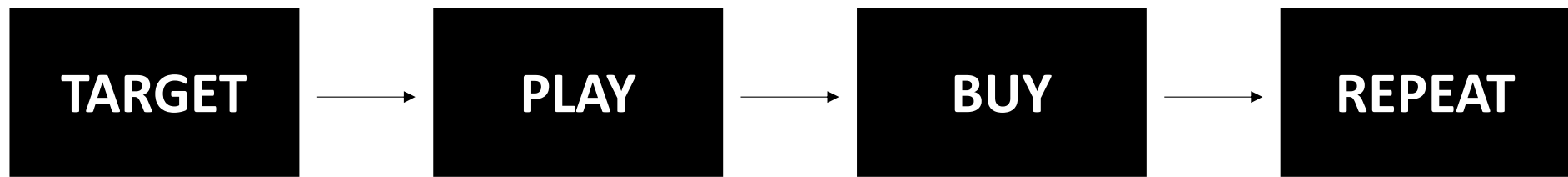
**Relevant
Digital
Channels**



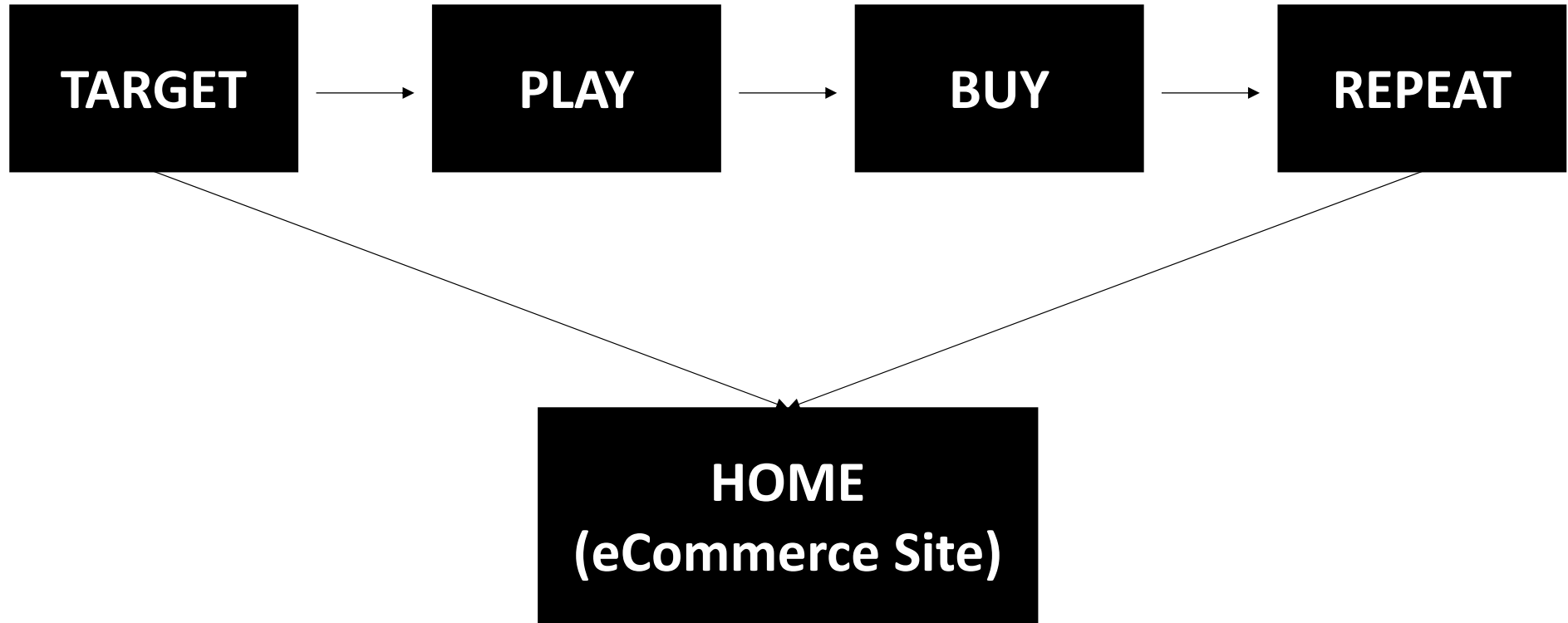
Interact
Engage
Communicate



Call-To-Action
Sales Promo
Resonance



Remind
Engage
Value-Add



Strategise

A measurable plan

Execute

An engaging campaign

Deliver

Your promise to consumers

Do Not

Lose hope on Digital Marketing

SHORT COURSES



Productivity

Applied Data Analytics in Business

Introduction to Service Innovation (Robotic Process Automation)



Innovation

Introduction to Service Innovation

Business Model Innovation
(So you want to be an Entrepreneur?)

Service Innovation Design

Service & Process Innovation Design



Technology

Essentials of Digital Marketing



Human Capital

Introduction to Positive Psychology Coaching at the Workplace

Applied Data Analytics in Business (with HR)

The Competent HR Professional
(IHRP Accredited)

Driving HR Innovation Through Design Thinking, HR Analytics and HR Technology" (DHRI)

Introduction to Service Innovation (Human Resource)

Labour Policies and Legislations
(IHRP Accredited)



Session Objective

A strong market strategy requires an apt selection and input of business information. Yet facing a profusion of various types of information in newspapers, databases, reports and blogs from both free and paid services, how does one decide what information to acquire and how to organise them?

This session guides participants through key business information sources to develop market intelligence and make informed decisions

Information Analysis for Marketing Intelligence

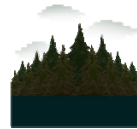
Session Topics

Information sources for targeted market



Industry size and potential

Current landscape and future prospects



Factors affecting industry



Competitor information



Participants will

- Develop business information skills to apply in marketing decision
- Learn about trusted sources of information
- Learn to identify and organise business information

Marketing
Strategy
Success

SP | LIBRARY

BIC – HR GO-TO-MARKET STRATEGIES & OFFERINGS

HR AS KEY ENABLER IN MAXIMISING HUMAN CAPITAL POTENTIAL TO DRIVE BUSINESS COMPETITIVENESS, POWERING BUSINESS SUCCESS

End-to-End Solutioning (HRMD → Implementation)

- SPRING accredited HR Diagnostic Tool to determine HR maturity and project scoping
- Industry-driven project (consultancy or student-led/lecturer-supervised)
- Solutioning interns through enhanced internship
- Highly customizable workshops to meet organization needs

Professional Development (uplift HR industry competency level)

- Modular-based HR series to support HR Skills framework (publish date TBC)
- IHRP-accredited HR courses to support certification in both paper A and B
- Diploma in Business Practice : Human Capital
- Specialist Diploma in Enhanced HR Skills



Market Research
Market Segmentation (MPA, F&B, Healthcare, etc.)
Competitive Intelligence
Market Intelligence



Service offering collaterals
Marketing platform
(social media, conferences / seminars)
Partnership with government, agencies, TAL



Allied SkillsFuture Mentors as Consultants
(incl. HR Tech partners and community of practice)



Continue the strong partnership with Library, InP, EDU, PACE and other Centres / Schools to drive results

REGIONALISATION

I am ready to expand overseas & I want to..

KNOW MORE

ASSESS FEASIBILITY

DO MARKET RESEARCH

Program	Business Immersion Program (BIP)	Overseas Feasibility Program (OFP)		Overseas Consumer Insights Program (OCIP)	
Timeline	<u>1 week</u> Pre – 1 day In – 4 days Post – 1 day	<u>15 weeks</u> Pre – 7 wks In – 5 days Post – 7 wks	<u>6 weeks</u> Pre – 2 wks In – 5 days Post – 2 wks	<u>15 weeks</u> Pre – 3 wks In – 9 wks Post – 3 wks	<u>6 weeks</u> Pre – 2 wks In – 2 wks Post – 2 wks
Services Provided	➤ Market Exploration	➤ Feasibility Studies ➤ Research on regulations ➤ Competitive Intelligence		➤ Market research ➤ Consumer insights	
Desired Outcomes	✓ Make informed decisions ✓ Networking with local industries & government agencies ✓ Potential employees from foreign university partners & SP project team				
Deliverables	Summary of Opportunities	- Targeted report on relevant industry - Past/current regulations		- Market research report on relevant industry - Consumer Insights report	

Questions?