



Course Overview

This course explores the fundamentals of TikTok, introduces TikTok Shop, and covers effective marketing strategies to drive inbound lead generation. Learn the critical role of viral content, develop compelling videos, and understand how to navigate the TikTok algorithm to maximise your visibility and impact.

What You'll Learn

1. Formulate TikTok Marketing Strategies

- Guide to establishing your brand on TikTok
- Understanding the TikTok landscape and inbound marketing opportunities
- Developing content strategies aligned with your brand goals and TikTok trends
- Understanding TikTok content styles and formats
- Optimizing your TikTok profile for maximum visibility



2. Create Viral Content and Implement Market Strategies

- Key elements of creating impactful TikTok videos
- Applying customer-centric content strategies
- Strategies for creating engaging and relatable content
- Best practices for TikTok creative implementation
- Techniques to align with the TikTok algorithm for increased organic reach



3. Get Started with TikTok Shop

- Started with TikTok Shop - Step-by-step guide to completing KYC verification
- Introduction to TikTok Shop and Creator Centre
- Exploring the Product Marketplace: Overview of product categories and suitable content formats (e.g., Electronics, FMCG, Fashion, Lifestyle). Creating short videos and pinning affiliate products. How to livestream and pin affiliate products. How to apply for sample vouchers and receive free products
- Managing your TikTok Shop showcase
- Case studies of successful TikTok Shop creators and their estimated earnings

4. Evaluate Marketing Strategies

- Overview of TikTok ad formats
- Setting up a TikTok ad campaign
- Analysing TikTok metrics and analytics
- Optimising campaigns based on performance insights





Skills You Will Gain

1. Inbound Leads Acquisition

Understand and apply marketing strategies to generate high-quality inbound leads from TikTok through strategic implementation and targeted engagement.

2. Affiliate Setup & Shop Integration

Learn how to complete KYC verification, navigate the TikTok Shop Creator Centre, explore the Product Marketplace, and manage your Shop Showcase for affiliate marketing success.

3. Content Strategy

Develop effective content strategies to engage your target audience, build your brand presence, and create content that aligns with business goals and TikTok's trends.

4. Analysis and Optimization

Evaluate effectiveness of the inbound marketing strategy through TikTok ads and make enhancements to optimise performance.

Registration Fees

Registration Fee (to Oom Institute) \$10+ (To be charged to members' SRC accounts)

Course Fees (Before Funding):

- **Standard Fee:** \$1088+
- **With SSG Funding (50%):** \$641.92 (Singaporeans aged 21 to 39 / PRs)
- **With Mid-Career Enhanced Subsidy (70%):** \$424.32 (Singaporeans aged 40 & above)

SkillsFuture Credits are applicable for the above course fees (excluding the registration fee, which will be billed to the participant's SRC account). Please note that Mid-Career SkillsFuture Credit cannot be used for this course.

Who Should Attend

Marketers, business owners, senior managers and executives with business analysis, marketing, and sales responsibilities.

Entry Requirements

Participants should be able to speak, listen, read and write English. Basic computer skills are required, such as using a keyboard and mouse, navigating files and folders, and handling fundamental applications like launching and closing programmes.

Registration is on a first-come, first-served basis. No cancellation will be entertained after the registration closes on 31 August. This event will be cancelled if the minimum number of 20 pax is not reached. Registration closes on Sunday, 31 August 2025

Register here



<https://tinyurl.com/SRCTikTokMarketingWSP>