

# How to Attract Clients and Opportunities Using Social Media



Financial Training  
Information Technology

## CyberQuote

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## About the Trainer

Mr Ahsan Uddin Shan holds a Master's degree in Design Studies from the Central Saint Martins College of Arts & Design in London. His areas of special interest include Design thinking, corporate branding, social media strategy and execution, online marketing tools and programs including performance tracking tools, analytics, website, social media platforms and SEM.

Taking on roles that ranged from designer, consultant, lecturer and art director, Shan had unique opportunities to work with organizations from a spectrum of industries and sectors, including Disney Singapore, Singapore Sports, Ministry of Education, Ministry of Transport, Inland Revenue Authority of Singapore, Unilever Singapore, and Carbon Interactive.

Shan was a member of the 2015 Singapore Sea Games Organizing Committee (SINGSOC) where he is assigned as a Digital Manager to lead a team of content producers to manage digital work.

Shan authored Web Design Applications, a book about tools and techniques for designing user-centric websites. He led the Ngee Ann Polytechnic offerings for Continuing Education and has personally delivered many such social media courses over the years.

## Course Description

This course aims to equip students with insightful and practical skills for working on social media platforms that are crucial in retail investment industry. This course covers case studies and practical approach to ensure that all trading representatives can develop their knowledge of social media skills to offer better service and grow presence.

## Course Objectives

- Develop an understanding of social media from a practitioners standpoint
- Learn how to reach out to and influence potential customers on Social Media
- Learn how to engage a company's Social Media audience and grow its Social Media following
- Be able to create and manage Social Media profiles on various Social networks such as Facebook, Twitter, LinkedIn, Instagram and more
- Be objective-oriented in developing and executing Social Media Marketing strategies to connect with investment clients
- Learn practical steps to setting up social media destinations such as a Facebook Page, LinkedIn accounts
- Build relationships with clients, potential clients, professional advocates and others through your social media marketing strategies

## **Course Outline**

- Introduction & Strategy
- Overview
- The Current Landscape
- Who's Your Customer
- Content Strategy
- The 5Cs of Social Media
- Engagement Strategy
- Key Features

## **Who Should Attend**

- Remisiers and traders
- Financial Planners
- Entrepreneurs



## **Info on IBF FTS/STS Scheme**

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

IBF-FTS provides 50% funding for direct training costs subjected to a cap of S\$2,000 per candidate per programme subject to all eligibility criteria being met.

With effect from 1 July 2016, Singapore Citizens aged 40 years old and above are eligible for 90% co-funding of direct training costs, subject to a cap of S\$2,000 per participant per programme.

## **About CyberQuote**

Established in 1996, CyberQuote Pte Ltd (CQ) provides a holistic range of products and services in the area of financial training, financial system and information security.

