

nanyang polytechnic

LIFELONG LEARNING

#becausewecan

Engaging F&B Customers
on Social Media

What will you learn?

With social media becoming more influential in the F&B industry, there is a need to build an understanding in digital marketing to engage potential customers.

This one-day course covers the foundational understanding of how to engage F&B customers on social media in the following areas:

- Social Media Marketing Strategies for F&B Businesses
- Plan a Digital Marketing Campaign
- Create Engaging Digital Content for Social Media

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Facilitated Classroom Discussion**

Who should attend?

Entrepreneurs and Sales & Marketing Executives in F&B industry seeking to deepen or broaden their skills in this area to expand their customer reach.

How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$278.20
SC <40yrs old (after funding)	\$83.46
PR (after funding)	\$83.46
SC >40yrs old (after funding)	\$31.46
SC employed by SME (after funding)	\$31.46

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the Training Exchange course directory. Fees are inclusive of GST. Terms and conditions apply.

Apply Now



www.nyp.edu.sg/schools/sbm/lifelong-learning.html

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