



Facilitator Guide & Lesson Plan

For

Lead Generation with Social Media

SFw Inbound Marketing
RET-OTO-4003-1.1
SFw Social Media Marketing
RET-OTO-4006-1.1

1. Version Control Record

Version	Effective Date	Changes	Author
1.0		First Edition	Jared Loh

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2. Introduction

2.1 Programme Overview

“Lead Generation with Social Media” is a module under the Retail Skills Framework (SFw). The competency information for the module is as follows:

TSC Category	Outreach and Traffic Optimisation		Outreach and Traffic Optimisation	
TSC	Inbound Marketing		Social Media Management	
TSC Description	Attract people to and promote the organisation's products and services through creating quality, customer-centric content, for blogs, podcasts, videos, eBooks, newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of content marketing to attract customers through the different stages of the purchase funnel		Leverage various social networking platforms to deliver the organisation's value propositions as well as contextual and targeted messaging based on real-time customer insights to engage in two-way communication with prospects and customers	
TSC Proficiency Description	Level 4		Level 4	
	RET-CHG-4003-1.1		RET-OTO-4006-1.1	
Knowledge	Implement integrated inbound marketing strategies to attract prospects, manage the content creation and curation processes and review effectiveness of inbound marketing strategy implementation		Cascade social media management strategies aimed at customer acquisition, engagement, loyalty and conversion via social media platforms, define metrics and guide the analysis on performance of social media management campaigns to identify opportunities for improvement	
	IK1	Organization's inbound marketing strategies	SK1	Mechanics of social media platforms
	IK2	Organization's overall marketing strategy	SK2	Key considerations of social media customer relationship management
Knowledge	IK3	Customer decision journey mapping	SK3	Techniques of social media content creation and curation

	IK4	Organization-wide policies and guidelines related to inbound marketing strategies	SK4	Concepts and principles of social media budget management
	IK5	Content creation and curation guidelines	SK5	Methodologies in social media analytics and measuring ROI
	IK6	Practices related to inbound marketing strategy implementation	SK6	Social Media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion
	IK7	Processes involved in converting prospects into leads	SK7	Customer behaviours, interests and demographics
	IK8	Processes involved in content creation and curation across channels and media platforms	SK8	Concepts in social media campaign management
	IK9	Criteria for evaluating effectiveness of inbound marketing strategy implementation	SK9	Types of customer social media posts
Abilities	IA1	Translate inbound marketing strategy into inbound marketing implementation plans	SA1	Develop marketing content to socialise and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
	IA2	Drive a customer-centric information sharing and value-creation culture with-in the organisation	SA2	Report on social media activities and provide recommendations for continuous improvement of social media use
	IA3	Recommend areas for improvement for a robust inbound marketing strategy implementation	SA3	Conduct analysis on performance of social media management campaigns and recommend opportunities for improvement
	IA4	Manage the content creation and curation processes across channels and media platforms	SA4	Concepts and principles of social media budget management
	IA5	Lead customers through the customer decision processes	SA5	Monitor customer responses, reviews, comments across social network platforms based on customer relationship management policies

	IA6	Monitor and review organisation's inbound marketing strategy implementation and effectiveness in generating leads and conversions		
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2.2 Target Audience

- Executive/Managerial level staff from various industries who already have some skills in using the computer, tablet and smartphone and have relevant industry experience in customer retention and relationship programmes.
- Individuals who are keen to find a job and be employed.
- Working professionals in the Retail industry who wish to upgrade their skills and knowledge to obtain an industry recognized certification.
- Individuals who wish to change their career and enter an industry of their interest.

2.3 Assumed Attitude, Skills and Knowledge

Candidates are assumed to possess the following:

Assumed attitude: Learners have the desire and drive to grow and are always improving themselves. They love challenging themselves and constantly being better than they were yesterday. They are keen to learn the knowledge and skills to improve and use the skills acquired for their work.

Assumed skills: Learners are able to perform basic functions on a smartphone or tablet. They have the ability to surf the web using a web browser to find information and install apps in their smartphones or tablets.

Assumed knowledge: Learners are assumed to have a lot of experience in life. Hence, they would have acquired knowledge in their domain of expertise through their many years of working experience.

Potential learners who do not possess the assumed knowledge and skills should not be precluded from training. However, it is recommended they are counselled and advised on suitable preparatory courses or on the job training that they could undertake to improve their ability to benefit from the module.

2.4 Facilitator to Learner Ratio

Ideal ratio is 1:16. The minimum class size is 6, and the maximum is 20.

2.5 Logistics Resources

- Case Study
- Internet Access
- Computer with PowerPoint
- Flipcharts

- Projector
- Screen
- Markers
- Desks
- Chairs

2.6 Competency-based Assessment

The Retail Skills Framework follows the four principles of assessment of validity, reliability, flexibility and fairness, and the four rules of evidence of authenticity, validity, sufficiency and currency in its assessment plan.

The final assessment for the units in the Retail Skills Framework is based on a “Competent” or “Not Yet Competent” basis. Candidates will have to meet the minimum of 75% attendance criteria, and 100% of assessment criteria to be certified “Competent” for the module. A Statement of Attainment (S.O.A.) is awarded to candidates who have been certified “Competent”.

Flow of Assessment Activities

There is a total of 1 Portfolio (PF) and 1 Practical Performance (PF). The assessments will be held throughout the course at appropriate times. Details can be found in the Assessment Plan.

2.7 Total training hours

Classroom Training Hours	Assessment Hours	Total Module Hours
Day 1: 8.5hrs	Day 2: 30min (CS)	46hrs
Day 2: 8hrs	Day 4: 30min (CS)	
Day 3: 8.5hrs	Day 5: 30min (CS)	
Day 4: 8hrs	Day 6: 30min (PJ with OI)	
Day 5: 8hrs		
Day 6: 3hrs		

3. Lesson Plan

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteria
DAY 1				
0900-0930 (30min)				<Insert LO and their mapped K/A Statement here> E.g. below
0930-1000 (30min)		Lecture	Slides	LO1 CA2 LO4 CK5 CK7
1000-1030 (30min)		Lecture	Slides	LO9 PA4 PA5
1030-1100 (30min)		Lecture	Slides	LO9 PA2 PA4 PA5
1100-1110 Tea break (10min)				
1110-1140 (30min)		Lecture, Class Discussion	Slides, Learner Guide	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6

1140-1 210 (30min)		Presentation, Demonstration, Class discussion, Group Presentation	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1210-1 240 (30min)		Demonstration	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1240-1 310 (30min)		Class Discussion, Demonstration	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1310-1350 Lunch (40min)				
1350-1 420 (30min)		Lecture	Slides	LO9 PA4
1420-1 450 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7

				PA3 CA4 LO9 PA4 PA5 PA6
1450-1 520 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1520-1 550 (30min)				LO7 PK1
1550-1600 Tea break (10min)				
1600-1 630 (30min)		Lecture Class discussion	Slides	LO7 PK3 PK5
1630-1 700 (30min)		Lecture Class discussion	Slides, Screen Mirror	LO7 PK1
1700-1 730 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1730-1 800 (30min)				

1800-1 830 (30min)				-
End of Day 1				

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteria
DAY 2				
0900-0 930 (30min)				
0930-1 000 (30min)		Lecture	Slides	LO1 CA2 LO4 CK5 CK7
1000-1 030 (30min)		Lecture	Slides	LO9 PA4 PA5
1030-1 100 (30min)		Lecture	Slides	LO9 PA2 PA4 PA5
1100-1110 Tea break (10min)				
1110-1 140 (30min)		Lecture, Class Discussion	Slides, Learner Guide	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1140-1 210 (30min)		Presentation, Demonstration, Class discussion, Group Presentation	-	LO8 PA1 PA2 LO7

				PA3 CA4 LO9 PA4 PA5 PA6
1210-1 240 (30min)		Demonstration	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1240-1 310 (30min)		Class Discussion, Demonstration	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1310-1350 Lunch (40min)				
1350-1 420 (30min)		Lecture	Slides	LO9 PA4
1420-1 450 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4

				PA5 PA6
1450-1 520 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1520-1 550 (30min)				LO7 PK1
1550-1600 Tea break (10min)				
1600-1 630 (30min)		Lecture Class discussion	Slides	LO7 PK3 PK5
1630-1 700 (30min)		Lecture Class discussion	Slides, Screen Mirror	LO7 PK1
1700-1 730 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1730-1 800 (30min)				
1800-1 830 (30min)				-
End of Day 2				

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteria
DAY 3				
0900-0930 (30min)				
0930-1000 (30min)		Lecture	Slides	LO1 CA2 LO4 CK5 CK7
1000-1030 (30min)		Lecture	Slides	LO9 PA4 PA5
1030-1100 (30min)		Lecture	Slides	LO9 PA2 PA4 PA5
1100-1110 Tea break (10min)				
1110-1140 (30min)		Lecture, Class Discussion	Slides, Learner Guide	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1140-1210 (30min)		Presentation, Demonstration, Class discussion, Group Presentation	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6

1210-1 240 (30min)		Demonstration	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1240-1 310 (30min)		Class Discussion, Demonstration	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1310-1350 Lunch (40min)				
1350-1 420 (30min)		Lecture	Slides	LO9 PA4
1420-1 450 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1450-1 520 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7

				PA3 CA4 LO9 PA4 PA5 PA6
1520-1 550 (30min)				LO7 PK1
1550-1600 Tea break (10min)				
1600-1 630 (30min)		Lecture Class discussion	Slides	LO7 PK3 PK5
1630-1 700 (30min)		Lecture Class discussion	Slides, Screen Mirror	LO7 PK1
1700-1 730 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1730-1 800 (30min)				
1800-1 830 (30min)				-
End of Day 3				

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteria
DAY 4				
0900-0 930 (30min)				

0930-1 000 (30min)		Lecture	Slides	LO1 CA2 LO4 CK5 CK7
1000-1 030 (30min)		Lecture	Slides	LO9 PA4 PA5
1030-1 100 (30min)		Lecture	Slides	LO9 PA2 PA4 PA5
1100-1110 Tea break (10min)				
1110-1 140 (30min)		Lecture, Class Discussion	Slides, Learner Guide	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1140-1 210 (30min)		Presentation, Demonstration, Class discussion, Group Presentation	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1210-1 240 (30min)		Demonstration	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4

				LO9 PA4 PA5 PA6
1240-1 310 (30min)		Class Discussion, Demonstration	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1310-1350 Lunch (40min)				
1350-1 420 (30min)		Lecture	Slides	LO9 PA4
1420-1 450 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1450-1 520 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6

1520-1 550 (30min)				LO7 PK1
1550-1600 Tea break (10min)				
1600-1 630 (30min)		Lecture Class discussion	Slides	LO7 PK3 PK5
1630-1 700 (30min)		Lecture Class discussion	Slides, Screen Mirror	LO7 PK1
1700-1 730 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1730-1 800 (30min)				
1800-1 830 (30min)				-
End of Day 4				

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteria
DAY 5				
0900-0 930 (30min)				
0930-1 000 (30min)		Lecture	Slides	LO1 CA2 LO4 CK5 CK7

1000-1 030 (30min)		Lecture	Slides	LO9 PA4 PA5
1030-1 100 (30min)		Lecture	Slides	LO9 PA2 PA4 PA5
1100-1110 Tea break (10min)				
1110-1 140 (30min)		Lecture, Class Discussion	Slides, Learner Guide	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1140-1 210 (30min)		Presentation, Demonstration, Class discussion, Group Presentation	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1210-1 240 (30min)		Demonstration	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6

1240-1 310 (30min)		Class Discussion, Demonstration	-	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1310-1350 Lunch (40min)				
1350-1 420 (30min)		Lecture	Slides	LO9 PA4
1420-1 450 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1450-1 520 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1520-1 550 (30min)				LO7 PK1
1550-1600 Tea break (10min)				

1600-1 630 (30min)		Lecture Class discussion	Slides	LO7 PK3 PK5
1630-1 700 (30min)		Lecture Class discussion	Slides, Screen Mirror	LO7 PK1
1700-1 730 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1730-1 800 (30min)				
1800-1 830 (30min)				-
End of Day 5				

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteria
DAY 6				
0900-0930 (30min)		Recap	Slides	
0930-1030 (60min)		-	-	For PF CK10 CA1 CA2 CK1 CK2 CK6 CK3 CK4 CA7 CK5 CK7 CK8 CK9 CA3 CA6 PK2 PK4 CA5 CA8 PK1 PK3 PK5 For PP CA4 PA1-6

1000-1100 (60min)		Lecture, Class discussion	Slides	LO7 PK1 PK3 CA4 PA3
1100-1110 Tea break				
1110-1210 (60min)		-	Slides	-
1210-1310 (60min)		Class Discussion	Slides	LO9 PA4 PA5 PA6
1310-1350 Lunch				
1350-1520 (90min)	Finalisation and Submission of Practical Performance			
1520 to end of Day	ASSESSMENT CLARIFICATION VIA ORAL INTERVIEW) PP: 60min presentation (viewing of Visumes) (1:20) PF: 30min OI (1:1) Debrief each learner after Oral Interview is over.			
End of Day 6				