

Community Engagement for Customer Loyalty & Sustainability

TGS-2025060574

Generate content to enhance brand awareness and engage both online and offline communities through various platforms and channels

This course equips learners with the essential knowledge and practical skills to create, manage, and publish engaging content that stimulates community conversations across both online and offline platforms, and hence, enhance community engagement while building customer loyalty with sustainability practices.

Course Overview

- Learners will explore content management systems, social media tools, user experience design, cultural sensitivity, and crisis communication strategies.
- Learners will also develop the ability to initiate discussions, mediate feedback, and direct audiences to relevant information using FAQs.
- By the end of the course, learners will be able to build trust, enhance brand visibility, and foster active, values-driven communities in support of sustainable business growth.

Learning Outcomes



- create and publish compelling content that drives meaningful discussions on engaging topics across online and offline platforms.

- use content management systems (CMS) and engagement tools to streamline publication and community outreach.



- apply written communication skills, brand voice consistency, and cultural sensitivity in organisational messaging.

- engage audiences using platform-specific social media features and interactive formats.

- listen actively to social conversations, address concerns, and guide communities to self-help resources like FAQs.



- mediate customer interactions, manage crisis communication, and foster a positive brand reputation.

Course Info

Duration

24 hours (3 days)

- 21 training & practical hours
- 3 assessment hours

Mode of Delivery

- Classroom Training

Relevant Job Roles

- SME & Business Owners
- Marketing Executives
- Brand Managers
- Sustainability Officers
- Customer Engagement Manager
- Media Stakeholder Manager

Course Fee

Full Fee: \$1475

Baseline Funding: \$737.50

MCES & ETSS Funding: \$1032.50

Nett Fee Payable:

SC/SPR below 40 years old: \$737.50

SC 40 years old & above: \$442.50

Company sponsored (SC/SPR): \$442.50

- SFC eligible (for individual only)

- Absentee payroll funding & SFEC eligible

- Funding period till 25 Nov 2027

Contact Us



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