

MASTERING DIGITAL MARKETING FOR BUSINESS ACCELERATION

BRIEF OVERVIEW

This program is essential for all marketing professionals and business executive - the program is designed to provide you with a comprehensive practical know-how of digital tactics and strategies across social media, mobile marketing, online analytics, and search engine marketing aimed at fully leveraging the power Internet for achieving business goals such as acquiring, converting, and retaining customers.

This program is intended for anyone interested in improving sales, brand visibility, brand penetration, website performance, online marketing campaigns, search engine marketing and web analytics skills.

This program will also interest those advancing a career in marketing by clearly defining the tactics and technologies integral to planning and implementing a successful digital marketing strategy from an organizational perspective.

WHO SHOULD ATTEND?

- Business Developers
- Marketing and Sales Executives
- Individuals seeking “Work From Home” Opportunity
- Online Marketing Professionals
- Advisers of small, medium and fast growing enterprises (SMFEs)
- Individual preparing for International Certification Program in Internet Marketing

DURATION: 3 DAYS

PREREQUISITES

- Basic knowledge of internet: participants are required to have practical experience in using internet

COURSE CONTENT

MODULE ONE: DIGITAL MARKETING FUNDAMENTALS

- Overview of Digital Marketing For Business
- Understanding the Digital Marketing TREE
- Working with AECM/RACE Strategy Framework
- Building and Optimizing Your Sales Funnels
- Online Presence Analysis & Introduction to Digital Intelligence
- Developing an Effective Digital Marketing Strategy Plan

MODULE TWO: EMAIL MARKETING

- Introduction to Email Marketing and Why it's a Winning Key
- Understanding Why People Will Open Your Newsletter & Primary Recipe For Success
- Effective Newsletters: The Objectives, Effective Subject, Signature Line and Personalization
- Managing the Pitfall holes: Getting Permission, Delivering into INBOX and Spamming Rules
- Metric Monitoring: Total Open Rate, Bounce Rate, Click Through Rate(CTR) and Conversion Rate
- Database Mining and Management (Practical Illustration)
- Creating, Scheduling and Sending a Winning Newsletter (PRACTICALS)

MODULE THREE: SOCIAL MEDIA MARKETING

- Social Media Marketing Fundamentals
- Developing Effective Social Media Engagement Plan
- Facebook Marketing for Business
- Instagram Marketing For Business
- Twitter Marketing for Business

MODULE FOUR: CONTENT MARKETING FOR BUSINESS

- Activating the Power of Content Marketing
- Working with the 4C Content Marketing Framework™
- Managing Content Marketing Challenge, Process and Planning
- Content Marketing Effectiveness Monitoring Metric & KPI
- Case Study – Review & Analysis

MODULE FIVE: SEARCH ENGINE MARKETING FOR BUSINESS

- Search Engine Marketing Importance & Fundamentals
- Search Engine Essentials– Type, Process, Ranking Factor and Keyword Analysis
- Step-by-Step Search Engine Optimization (on-page SEO) Process/Methodology
- Implementing Off-Page SEO (Directory Listing, Classified AD, Google MyBusiness Listing, etc)
- Implementing Search Engine Advertisement (Google SE) - PRACTICAL
- Case Study – Review & Analysis

MODULE SIX: MOBILE MARKETING FOR BUSINESS

- Understanding the Fundamentals of Mobile Marketing and Mobile Marketing Strategy
- Mobile Marketing Channels: Text Message, Flash Message, Voice Message, Short Code Services, USSD Service, QR Code, Mobile Web/APP
- Executing Mobile Broadcasting Marketing (WhatsAPP, and Telegram)

MODULE SEVEN: ONLINE ADVERTISEMENT FOR BUSINESS

- Understanding the Fundamentals - PPC/PPM/PPA/PPP/BTO/SSC and CTR
- Type of Campaign – Search Engine (Text), Display Banners, and Mobile Engagement
- Online Advertisement (Google Adwords, Social Media & Classified Adverts) Network
- Effective Landing Page and Conversion Rate Optimization
- Google Advertising Fundamentals – PRACTICALS

MODULE EIGHT: BRAND REPUTATION MANAGEMENT & ONLINE PR

- Brand Reputation Management
- Online Brand Reputation Monitoring
- Blogging, Sponsored Story and Forum Management
- Case Study – Review and Analysis.

MODULE NINE: GRAPHIC FOR DIGITAL MARKETER (100% practicals)

- Creating Beautiful Banners with Canva.com
- Introduction to Fireworks

MODULE TEN: WEB ANALYTICS

- Web Analytics Importance and Fundamentals

TRAINING PACK

- + Award of Certificate of Proficiency, on completion of a Project Work
- + Training materials
- + Exploration of Some Essential Digital Marketing Tools and Resources
- + Template – Sample Digital Marketing Plan, Schedule Calendar
- + Case Studies and E-book on Digital Marketing Implementation
- + 30days On- going mentorship guide