

CERTIFICATE IN DIGITAL MARKETING



International School
Of Management

— UNLOCKING KNOWLEDGE —

LEARNING OUTCOMES



At the end of this course, delegates should be able to;

1. Demonstrate an in-depth understanding of the digital marketing fundamentals.
2. Critically reflect upon the (potential) profitability of different online business models.
3. Critically reflect and weight the advantages and disadvantages of SEO, SEA, video and viral marketing, social media, social CRM, digital brand engagement and mobile marketing.
4. Research the digital and e-commerce platforms' profitability across mature and high growth markets.
5. Discuss the (inter) cultural specificity of digital and e-commerce platforms per mature and high growth markets.
6. Execute online competitors' analysis.
7. Execute online audiences analysis (identify and profile potential, actual and retained users / customers).
8. Design, monitor and optimize a digital marketing strategy.

COURSE OUTLINE

1. Introduction to Digital Marketing.

All current innovation in marketing is through digital channels. This opening lecture demonstrates the power of applying digital concepts across the marketing function in any business. You will learn how to harness the power of digital marketing as a core driver of the marketing strategy for a company.

Topics include:

- Strategies in Digital Marketing
- Aligning Internet with Business Objectives
- Examples of Great Case Studies
- User Behaviour & Navigation
- Branding & User Experience

2. Search Engine Optimisation.

The SEO module will teach you about Search Engine Optimization and how to leverage key techniques to improve your website's organic ranking on search engine results pages (SERPS) to drive more traffic. It covers key technical insights to cultivate an effective SEO strategy.

Topics include:

- Stakeholders in Search
- Customer Insights
- On & off-page Optimisation
- Meta Tags, Layout, Content updates
- Inbound Links & Link Building.

3. Search Marketing.

This module gives you essential skills to strategise, plan and manage a Search Engine marketing campaign. You will learn how to develop an effective PPC strategy and achieve demonstrable ROI.

Topics include:

- Campaign Management
- Conversion Tracking
- Targeting & Analytics
- Keyword Selection
- Conversion Metrics: CPA, CTR

4. Web Site Analytics.

This module guides you through web analytics and other data sources to better understand site visitor characteristics and behaviour. You will understand the most important and appropriate metrics and how to use them to improve your digital activities.

Topics include:

- Goal Configuration & Funnels
- Intelligence Reporting
- Conversions, Bounce Rate, Traffic Sources, Scheduling etc

5. Social Media 1.

In this module you will learn the skills to effectively engage with customers across a diverse range of social media platforms. You will learn to set up social media campaigns, define goals and set KPIs. You will learn different social media communication styles apply for different target audiences.

Topics include: • What is Social Media Marketing?

- Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube and Flickr
- Building Brand Awareness Using Social Media

6. Social Media 2. In this module, you will learn about the challenges involved in implementing an effective social media strategy for your business, especially when using paid advertising options. And how to schedule, manage and report on your campaigns.

Topics include:

- Social Media Management
- Insights and Analytics
- Best Practice Examples & case Studies

7. Email Marketing.

This module will teach you about data capture and subscriber segmentation, email design and content, email delivery, and measurement and reporting. You will also learn how to grow and manage a subscriber database.

Topics include:

- User Behaviour
- Segmentation, Key Metrics
- Best Practice Case Studies
- Split Testing
- Campaign Process Optimisation.

8. Mobile Marketing.

This module provides you with a solid understanding of the rapid evolution of the mobile marketing landscape. Focusing on cutting-edge case studies, you will gain knowledge of the strategies and technologies of best practice mobile marketing.

Topics include:

- SMS Strategy
- Mobile Advertising
- Mobile Optimized Websites
- 7 Step Process for Mobile Apps
- Proximity Marketing

- Strategic Steps
- Review & Testing

9. Display advertising.

The module covers the core concepts associated with digital display advertising as well as key campaign aspects including: ad formats, campaign setup and planning, target audience definition and publisher selection, as well as campaign administration, budgeting (including different pricing metrics), measurement and optimization. Topics include:

- Tracking your Campaign
- Optimizing the Campaign
- Campaign Planning
- Running Effective Ads

10. Strategy & Planning .

The Strategy and Planning module provides the skills to create a formal digital marketing plan for your organization, enabling you to work effectively with a digital agency or external contractors as required, and establish an approach that will allow you to implement a successful digital marketing strategy.

Topics include:

- Situation Analysis, Planning, Budget, Measurement
- Information Gathering & Research
- Key Strategy & Planning Concepts & Methodologies
- Best Practice Case Studies

REGISTRATION & ENQUIRIES

Duration : 3 days

Registration : N10, 000 (non-refundable)

Tuition : N200, 000 only

FOR FURTHER ENQUIRIES, PLEASE CONTACT:

International School of Management, Lagos

5 Yesuf Abiodun Street, Oniru, Victoria Island, Lagos.

Tel: 08090890909, 08085369898, 08085369976, 08086815957

Email: registrar@ism.edu.ng

Website: www.ism.edu.ng

**PLEASE MAKE CHEQUE AVAILABLE TO
INTERNATIONAL SCHOOL OF MANAGEMENT**

