



ADDRESS:

SOUTECH TRAINING CENTER:

PLOT E10, by Redeemed Christian Church of God, Corner Shops, FHA, KARU, ABUJA

TRAINING COURSES 2016

WEBSITE DESIGN & Basic Digital Marketing Course

It is a 5 Days Practical Training where you will be held by the hand step by step as you acquire life skills in professional database/ecommerce/CMS Web Design & Digital Marketing.

You will be shown step by step how to create the following types of websites:

- > Church Websites with live streaming - thousands of churches are waiting for you.
- > Hotel Websites with online reservation - this will make you money.
- > SMS Portal Websites with voice, sms, shortcode, etc
- > eCommerce Websites like jumia, konga with shopping cart, online payments, etc
- > Corporate Websites with slides, security, etc - clients will love you for this
- > Membership sites with login and access restriction - This skill will explode your bank account.

Apart from Web design and digital marketing, the 5 days training will also cover:

- > Strategy To Building A Highly Responsive Email And Mobile List
- > How To Captivate and Engage Your Audience and Generate More Sales With Email Marketing.
- > How to Use Copywriting to Sell Anything & Become Absolutely Irresistible On The Web.
- > How to Create Effective Online Advertising Campaigns On Google, Facebook, Yahoo etc
- > How To Attract, Engage And Retain Customers With Mobile Marketing
- > Turning Your Visitors To Repeat Customers By Digitally Powered Marketing and Sales System.
- > The Easy, Non-Technical Approach to Search Engine Marketing
- > How To Develop Wining Social Media Strategy To Build Brands and Engage With Customers
- > Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories.

> Video Marketing for Business Owners

> Ads Retargeting Blueprint - How To Use Search, Engagement, Email And Contextual Retargeting To Stay In Contact And Convert That 90% of Visitors That Left Your Website Without Buying.

Bonus Training includes:

> Step By Step Pictorial eBook Creation Training

> Step By Step Online Outsourcing Training

> Step By Step Irresistible Proposal Writing Training

COST: N29,999

2 weeks 5-Days (Training & Projects)-Intensive

If you don't want to miss this great event, reserve your seat here.

Digital Marketing Certificate

Overview

This course provides a complete overview of all aspects of digital marketing and how to integrate and use them to achieve business objectives. It is designed to cover the complete marketing mix and be relevant across multiple roles and disciplines, whether client side or agency.

Who should attend?

- Marketers who have some experience in digital but want to grow their confidence
- Those who may have only one perspective of digital, or be a specialist in one area of digital, and want to broaden their skill base
- Those marketing and advertising professionals who are new to digital and keen to learn how to leverage digital across a broad spectrum of channels
- Those who are interested in seeing how digital is approached from both a client and agency perspective.

Learning outcomes

- Understand the scope of digital marketing and how it integrates with overall business and marketing strategy
- How to assess various digital channels and understand which are most suitable to an idea or solution
- Understand the fundamentals of a digital marketing campaign, and be able to apply it to achieve your business objectives.

Course Outline

Modules:

1. Fundamentals – Understanding consumers

- How the online marketing landscape is changing
- Understanding consumer behavior and translating that into good customer experience

2. Fundamentals – Content
 - Content strategy, planning, creation and designing for the brand
 - Channel constraints and video content
3. Fundamentals – Data
 - What is big data and how can we use it?
 - Metrics, measurement and evaluation
4. Tools – Owned media: Website
 - Website development and responsive design
 - Designing for usability, function and effectiveness
5. Tools – Owned media: Mobile and email
 - Mobile sites and apps
 - Email strategy, designing for response, data management and The Spam Act
6. Tools – Owned and earned: Social
 - Social platforms and an overview of how they are used
 - Social as an earned medium
 - Social media monitoring and community management
7. Tools – Paid media
 - The paid media landscape, targeting, data and technology
 - Networks, affiliates, email lists and digital out-of-home
 - Paid search – how it works and search for mobile
8. Applications – Managing digital marketing
 - Managing digital projects
 - Budgets, dashboards and templates
9. Applications – Campaign planning
 - Planning campaigns for awareness/branding, acquisition and retention
10. Applications – Optimization and emerging trends
 - Testing – A/B and multivariate and optimization
 - Emerging media, technology and trends

Assessment criteria

Your final grade on this marketing certificate course is made up of four elements:

- An individual assignment in which you will be required to critique a campaign of your choice
- A group assignment focusing on a case study (from a choice of five covering different market sectors)
- An exam – two hours, closed book
- Course participation of which there are three components: Class attendance; participation in class exercises and discussions; completion of pre-class preparation and post-class exercises

How long will it take?

The time commitment for the online Certificate is approximately 3-4 hours per module. There are 10 modules to complete. There will also be assessments which you will need to allocate time for:

- Two written assignments – unlike the in-class version, both of these are completed individually. Time allocation to complete the assignments is approximately 8 hours each
- A study day for your exam
- A final a 2 hour exam at the end of the course.

All of these assessments are completed and submitted remotely, and you'll receive the

Self-paced: for the self-motivated

If you need complete flexibility how you study and are good a self-motivator then the self-paced style may suit you better. This is how it works:

- Course material and exercises are hosted online, designed so you can study entirely at your own pace
- The material is presented in a variety of formats to keep you engaged
- Quizzes and assessments will ensure you understand and retain course concepts
- You can complete your assessments when you wish and you'll still get a mark and invaluable feedback from an instructor
- **The total time you have to complete the course is 3 months from the date of enrolment.**

Instructor-moderated: for classroom style interaction

If you prefer a more interactive online learning experience, we also offer an instructor-moderated version. The material and delivery are similar to the self paced version with some key differences. You will:

- Start the course with an online group of students on a specific date
- Then progress through the course over 12 weeks with them
- Have weekly online catch ups with your assigned instructor so you can ask questions
- Get involved with forum discussions, networking and learning with your online classmates
- Receive regular feedback on your weekly exercises and forum discussions
- Have the convenience of studying wherever you like

For those who prefer the community and interaction of classroom study with the convenience of online then this option may be for you.

Once you've successfully completed the assessments you'll receive the same Certificate as those who undertake the classroom study.

Fast track your qualifications and enroll today.

COST: N29,999
5 Days Intensive

SHORT COURSES

B2B Digital Marketing

Overview

About the course

Learn how to get ahead of your competitors using digital marketing. Gain an understanding of how to combine relevant content and digital channels to attract, engage and convert your B2B prospects and customers.

Who should attend?

- Marketing managers, Marketing directors, and heads of marketing in B2B companies or divisions who are responsible for demand generation, brand building and sales lead generation.

Learning outcomes

- How to conduct market segmentation
- How to create a working content strategy
- How to set up a measurement framework for your digital marketing program
- How to integrate social media into your digital programs
- How to search for, identify, and engage prospects and influencers within your target market using digital channels
- How to generate qualified sales and partner leads

Course Outline

Course outline

COST: N29,999
5 Days Intensive

The course content will combine presentations, discussion and practical exercises on the following topics:

- Identifying prospect segments, understanding their online behaviour and using this to determine how best to reach them.
- Understanding the importance of content in driving customer engagement online
- What is valuable content and how to source it
- How to deploy it through different digital channels
- The fundamentals of paid search – how it works, keyword selection, campaign planning in B2B marketing
- Fundamentals of SEO – how rankings work and how to improve them
- How marketers can influence SEO – Website content, Social Media content, linking strategies and clickability
- Principles of effective B2B social media strategy
- Using the main tools – LinkedIn, Twitter and Facebook for brand building and lead generation
- What customers expect to see when they click-through
- How to design landing pages for maximum conversion
- Metrics to track awareness, engagement, conversion and buzz
- Determining ROI

B2B Marketing Strategy

Overview

About the course

This course delivers a framework for taking business to business marketing strategy into action by developing the right tactics via a considered plan. It shows you how to construct a numbers-based funnel, which follows the buyer's journey and aligns the efforts of sales and marketing to maximise results.

Who should attend?

- Experienced B2B marketers looking for a new framework for planning and execution
- B2B marketers looking to understand strategy and how to tie it back to tactics
- Marketers stepping into the B2B world for the first time
- Team leaders looking for a common framework to unify sales and marketing teams
- Sales and account managers looking to align effectively with their marketing colleagues.

Learning outcomes

- How to redefine and rethink the size of your market
- How to dominate your chosen market
- How to effectively align sales and marketing
- How to understand and populate your funnel
- How to achieve marketing rhythm
- How to build tactics that align with your strategy
- How to refine your funnel metrics from start to finish: universe size, buyer journey stages, required sales, expected conversion rates and timeframe
- Your buyer's purchasing journey

Course Outline

Course outline

The course uses material from the globally-proven SOUTECH Web Consults. It is delivered in 4 units, which a logical sequence from planning to the execution of a successful business to business marketing strategy.

Unit 1: How to be a big fish in a small pond

- Defining the market – where are you strong? Where can you dominate?
- Clarity around what to sell, to whom and through whom

Unit 2: How to align sales B2B sales channels and marketing

- How sales and marketing alignment affects the bottom line
- Working to a common plan with common metrics and tactics

Unit 3: How to achieve marketing rhythm

- Releasing your business from the restrictions of a quarterly planning cycle
- Aligning tactics to the customer journey

Unit 4: Funnel Management – Translating your B2B strategy to action

- Agreeing on the boundaries – market definition, customer problems and product solutions
- Recasting your strategy & tactics around key customer problems
- Working the sales funnel – Targets, milestones and ratios

COST: N29,999
5 Days Intensive

Each module is split into 50% theory and 50% workshops, which gives you plenty of opportunity to work in teams on practical examples of what you have learnt.

Content Marketing

Overview

About this course

Content is King. Organisations are increasingly engaging audiences through storytelling and conversation. Content fuels this approach. Learn how to develop your content marketing strategy and measure its

effectiveness.

Who should attend?

- Marketing directors, Marketing managers, Brand managers and Marketing executives responsible for driving customer engagement
- Marketers looking to build deeper emotional relationships with their audience
- Ideal for both B2B and B2C marketers
- Client or agency side.

Learning outcomes

- Understand consumer expectations - relevant content when and where they want
- Benchmarking against best practice case studies
- How to pinpoint your brand story
- Tools and simple steps to building your content strategy
- How to use archetypes, metaphors, myths and legends as a base for your content
- Techniques to measure and evaluate your content strategy.

Course Outline

Course outline

The course content will combine presentations, discussion and practical exercises on the following topics:

What is content marketing?

- The marketing landscape, where content fits in and why content marketing is important.

The content marketing showcase:

- Learn international best practice from a showcase of four compelling ROI-driven case studies from global brands.

Content Planning: ten steps to developing a content marketing strategy:

1. Business and brand objectives - figuring out how content will help you tackle your business challenges
2. Audience research - how to listen and what to listen for
3. The marketplace - product, positioning, perception
4. Channel Planning - which channels could you use? i.e website, social, video, blog
5. Technology choices - examining the options
6. Editorial direction - finding your brand story
7. Customer touchpoints - mapping content to the path to purchase
8. Content sources - auditing internal and external sources
9. Content production - create and curate - who does what
10. Content distribution - getting it out there

How to: measurement and evaluation: learning and improving:

- Common KPIs to demonstrate the effectiveness of content strategies to deliver ROI, and measurement techniques/tools used to track them.

COST: N19,999
5 Days Intensive

Copywriting Advanced

Overview

About the course

From the importance of the brief, to production and copy, proven copy styles, to how to finesse your words - this course will give you the tips and skills you need to become an expert copywriter.

Who should attend?

- Marketers and advertisers for whom copy is a key part of their role
- Copywriters looking for that next level of skills
- Those looking to refresh their writing ability
- Marketers moving into a more copy intensive role
- Marketers and advertisers who review copy as part of their job
- Those who have completed the Copywriting Essentials short course
- Those wanting to progress from other writing styles such as journalism into a marketing style
- In-house writers wanting broader expertise.

Learning outcomes

- Which elements of a marketing brief are vital to the writing process
- Why invest in an idea?
- No cost, low cost ideas
- Proven creative techniques and formulae for generating concepts
- The copy foundations: short words, punctuation and structure
- The Four Copy Formulae: four structures to write to
- Key style issues
- Getting clever with words: alliteration, the Rule of Threes, contrasting pairs
- Feedback, comments and an evaluation checklist
- Production and copy: issues and concerns
- Creating customer engagement through direct response copy.

COST: N19,999
5 Days Intensive

Course Outline

Course outline

This thoroughly practical course combines group writing exercises, real world examples and advanced copy techniques, including:

- The importance of the brief and its key elements
- The copy foundations: a summary of the basics of good copy
- Four copy styles - proven template styles to write to
- Style issues such as the Invisible Copywriter, B2B vs. B2C and when not to write
- Grammar and spelling
- Emotive vs. factual words
- Evaluating copy: what is valid criticism?
- Production and copy: the 2 out of 3 rule
- And much, much more.

Copywriting Essentials

Overview

About the course

Learn to create an instant headline, and master a simple approach to copy, structure and punctuation - before taking the learning into digital, social and email.

Who should attend?

- Those new to marketing communications
- Marketers writing copy as part of their role
- Marketers wanting to develop their own materials in-house
- Those reviewing agency output
- Writers looking to refresh their copy approach.

Learning outcomes

- A simple, proven and quick process for writing
- How to develop an instant headlines, subject lines and concepts

- How to structure your copy: a beginning, middle and end
- How to manage the approval process
- Which mediums to use and why
- The power of punctuation
- Why traditional writing rules do not apply to the web
- How to write more effective emails
- The writer's challenge in social media.

Course Outline

Course outline

The course uses practical exercises, real world examples and simple guidelines to help you:

- Do your homework before you write: Who, What, Why and Where
- Develop instant concepts through 4 proven formulae
- Manage the approval process
- Write simple copy
- Develop colloquial copy: short words, short sentences
- Open your copy: the Socratic method
- Close your copy: the Copy Loop
- Manage legals and mandates
- Set a structure
- Understand what makes for good copy on the web
- Produce more effective emails
- Understand the challenges of social media

COST: N19,999
5 Days Intensive

Online

Copywriting Essentials Short Course is now available for online learning.

The online course covers the same content as our in-class course. Topics are broken down into a series of online modules to work through at your own pace.

The course content is presented on SOUTECH Online Learning Management System (LMS) which you are provided access to on the day of enrolment.

Within the LMS you will find a course introduction and 4 modules. Within each module you will find the course content with exercises, case studies, articles and more..

The course study time is between 4 hours, depending on your current level of experience, however you have access to the course content for 2 months. We provide you with 2 months access so you can go back to the course module to review and revise.

If you have further questions about online study please contact

Data Analysis For Marketers

Overview

About the course

Data is changing the way we approach marketing; however it is important to understand how to manage the complexity that comes with it to make the right business decisions. This course will help you understand how to engage with data analytics to deliver greater customer insight and marketing effectiveness.

Who should attend?

- Marketing professionals interested in using data more effectively
- Data analysts
- Data planners.

Learning outcomes

- Value and viability – assessing data inside and outside your organisation
- Data analysis in context – what are the patterns telling you?
- Gaining insights from your customer data analytics for marketing strategy and communications
- 1 to 1 marketing – segmentation, targeting and automation techniques
- Big data – its scope and use to drive marketing
- Best practice data management and processes

Course Outline

Business objectives – why the need for data analysis?

- Developing Insights and business intelligence
- Using data analysis for acquisition
- Using analysis to improve retention
- Understanding Business metrics frameworks and how analysis fits in

COST: N19,999
5 Days Intensive

Data: types and where to find it?

- Data types: Quantitative, Qualitative
- Data Collection: short term, long term
- Internal sources – CRM + operations + financial + owned digital assets
- External sources – beyond business as usual – variety, complexity and scale

Principles of data analysis

- Measurement and attribution techniques
- Using analysis to explain marketing impact
- Using analysis for forecasting and prediction

Practical aspects of data analysis

- Preparing your data: Appending, Joining
- Data management: Categorisation, structures, warehousing
- Analysis: tools and processes
- Constructing and testing hypotheses, repeat and learn

Interpretation and communication

- Making numbers tell stories: Visualization, narrative
- Providing answers to business problems expressed in business language

Data-driven Marketing and Advertising Essentials

Overview

About the course

Featuring case studies and group exercises, you'll learn a range of disciplines to ensure database marketing campaigns are well-planned and carefully executed.

Who should attend?

- Marketing and advertising professionals looking to up-skill further in multi-channel marketing disciplines
- Those looking to broaden their knowledge across other marketing disciplines
- Those looking to develop new skills in data-driven marketing.

Learning outcomes

- How to plan a multi-channel marketing strategy for acquisition and retention
- How to produce effective direct response campaigns using the critical success factors
- How to use digital media effectively in your marketing
- How to test, measure and learn
- How to use data to drive effective marketing campaigns
- How to evaluate creativity and use creativity to drive response.

Course Outline

Course outline

Over two days, Data-driven Marketing and Advertising Essentials addresses:

Strategies and campaigns:

- Developing objectives and strategies; customer journeys and contact strategies;
- Critical success factors and integration
- The importance of creativity to inform and motivate customers

Data management essentials:

- Gathering the right data
- Processes & infrastructure
- Privacy and compliance

COST: N19,999
5 Days Intensive

Using data to drive effectiveness:

- Measurement – gathering data to track performance
- How to test, learn and improve
- Using data for insights, segmentation, targeting and personalization to build relationships
- Customer-initiated marketing and automation

Channel planning:

- Principles of channel selection & balancing budgets
- Understanding digital channels and how to use them

Conversion and retention:

- Getting to the sale – how to guide a customer through the consideration phase
- Keeping customers for longer – planning, tactics and loyalty programs

In-class practical's

The course is highly interactive and involves a number of practical exercises in which students work on case studies and develop their ideas in groups.

Digital Copywriting

Overview

About the course

Writing copy for online. Writing copy for search. How to get emails opened and read. How to approach social media. Packed with practical exercises, you'll walk away understanding how to address the challenges of the digital environment.

Who should attend?

- Traditional marketers expanding into the digital environment
- Mainstream copywriters moving into the digital world

COST: N19,999
5 Days Intensive

- Those briefing or reviewing copy for digital mediums
- Marketers wanting a better understanding of digital mediums
- Those working in digital agencies who want to expand their skill set
- Marketers who have attended Copywriting Essentials and want more advanced digital copy skills.

Learning outcomes

- The foundations for good copy
- How those rules change in the digital space
- Effective website copy: structure and rules
- How to structure and write landing pages
- Tips for successful emails
- The secrets to an effective banner ad
- Writing for search
- 'Shiny New Thing Syndrome': social media
- Which social media channel to use and why
- Writing blogs
- The role and implications of mobile.

Course Outline

Course outline

This thoroughly practical digital copywriting course will teach you:

- The basic copy approach
- The Socratic vs. Inverted Pyramid styles of writing
- The active vs passive choice of the Web
- Web structure: thinking in 3D
- Spelling and proofreading
- The role and structure of landing pages
- Email timing and 'From'
- Tips and techniques for email subject lines
- Writing for SEO
- Social Media: tips and pitfalls
- Mobile and blogs
- Resources for further learning

Digital Marketing Essentials

Overview

About the course

This course covers the basics of digital marketing, explaining the channel options and essential tactics that tie them all together in an effective way.

Who should attend?

- Marketers who want to understand more around how digital works
- Digital technologists looking to understand and align to marketing goals
- Ideal for both B2B and B2C marketers
- Client or agency side.

Learning outcomes

- The principles of putting together a good digital marketing strategy
- How to best manage the process of building a website

COST: N19,999
5 Days Intensive

- The process of buying online media and the channel options available
- How to use social media and content as part of your marketing strategy, and hints and tips around the various platforms
- How search works, and how to use paid and organic search together
- Best practice in email marketing and how to manage deliverability and reputation
- The latest facts and figures around mobile and how it's changing the online landscape
- What new and emerging technologies are likely to impact marketing in the future

Course Outline

Course outline

The course content will combine presentations, discussion and practical exercises on the following topics:

- Overview of the digital landscape and trends in online customer behaviour
- Content and data – their central roles in digital marketing
- Paid media – the channel options: display advertising, search, affiliates
- Websites – development and usability
- Email marketing and databases – including the spam act
- Mobile marketing & emerging media – new technology and tactics
- Social media – how to effectively manage and leverage the available tools for marketing
- Campaign planning – Practical aspects of digital marketing and the role of agencies
- Cross media integration – tying it all together for acquisition and retention

Digital Marketing Strategy

Overview

About the course

Digital technologies have a significant impact across all areas of business, regardless of the size, industry or scope of the organization. Attendees should have a basic understanding of the key marketing tactics to get the most out of the course.

Campaign, product and corporate digital strategies are all covered.

Who should attend?

- Marketers and senior marketers looking to understand how to best integrate digital into their overall marketing strategies
- Digital and IT professionals needing to ensure their strategy and plans integrate with the overall organisation's plans
- Ideal for both B2B and B2C marketers
- Client or agency side.

Learning outcomes

- The scope of digital strategy and how it integrates with overall business and marketing strategy
- A planning framework for digital strategy development for your organization
- How to implement your strategy by employing the tools for digital marketing in the most appropriate way
- How other organizations carry out acquisition, branding and retention strategies, using case studies
- Campaign, product and corporate digital strategies are all covered.

Course Outline

Course outline

COST: N19,999
5 Days Intensive

The course content will combine presentations, discussion and practical exercises on the following topics:

- What is digital strategy
- Understanding the role of digital within the business
- Understanding how your target audience is using digital
- Getting to grips with your digital landscape
- How the various elements of digital are used against strategic objectives
- Developing a digital strategy for customer acquisition
- Developing a digital strategy for branding purposes
- Developing a digital strategy for retaining customers
- Implementing a digital strategy successfully

Email Marketing

Overview

About this course

Email marketing has become the foundation channel of any digital campaign and getting the optimum results is essential. This course will help you gain a deeper understanding of how email marketing fits into a digital strategy and how to find better ways to improve ROI through effectiveness, campaign improvement and deliverability.

Who should attend?

- Digital marketers
- Marketers using a broad range of channels
- Those for whom email marketing is either important, or growing in importance
- Ideal for both B2B and B2C marketers
- Client or agency side.

Learning outcomes

- Current best practice for improving deliverability, open rates and click-throughs
- How to design landing pages to optimise conversion rates
- Best practice for data management and usage to drive better results
- Understand the latest technologies and tools for email marketing
- How to integrate email into your marketing mix.

Course Outline

Course outline

COST: N19,999
5 Days

The course content will combine presentation, discussion and practical exercises on the following topics:

- Understanding the basics – deliverability rates, open rates, click-through rates – benchmarks for industry sectors and types of email
- Planning email strategy – where can email be most effective in your marketing mix? How to integrate email into broader contact strategies
- Email marketing tools – service providers and capabilities – how to get the best out of them
- Data management – data capture best practice and channels; management and storage; compliance regulations
- Testing and measurement – how to use testing to improve results; how to set up a reliable test; what to measure
- Optimisation – email design for best results; landing page best practice design
- Newsletters – putting customers at the centre; how to deliver content they want

- Managing processes and activities – internal business processes; supplier engagement and management; internal vs out-sourcing

Getting and Keeping Clients in Business

Overview

About the course

It is well known that it is cheaper to keep a customer than to chase new ones, yet not enough resources or effort are given to retaining customers. This course will teach you how to build a successful retention strategy of your own whatever your line of business.

Who should attend?

- Those responsible for customer retention or relationship marketing within their organisation
- Marketers looking to understand the drivers of loyalty and advocacy
- Experienced digital or direct marketers looking to build their retention and loyalty skills
- Senior marketers developing retention plans for their organisation
- Experienced marketers looking to broaden their skills set.

Learning outcomes

- The essential requirements to building a retention plan
- What is loyalty: what makes a customer disloyal, passive or an advocate?
- Understanding of the right kind of retention campaign for your organisation
- What makes great customer communication
- How to use digital channels and social media in the retention marketing mix
- What kind of loyalty program is right for your business

Course Outline

The course content will combine presentations, discussion and practical exercises on the following topics:

- The loyalty model – what makes a customer disloyal, passive or an advocate
- Building your retention plan – 4 essential strategies to build a foundation plan – understanding your customer and your business through your data, segmentation and how to split your customers into meaningful segments, other customer insights and tracking of advocacy, mapping the customer experience and learning to understand how to identify hot spots and opportunities
- Retention campaigns suitable for different business imperatives, including lifecycle campaigns, cross sell and up sell, save, renewal, re-purchase and winback
- Brilliant communication – how to get cut through, which channels to use and creative tips
- How to use social media in the retention mix. What works and what you need to look out for
- What part brand plays in the retention marketing mix
- Loyalty programs – which type of program is best for your organisation
- What other elements are essential in developing a retention plan, from senior management buy-in to effective reporting and implementation.

COST: N19,999
5 Days Intensive

Overview

About the course

Paid search can be a highly cost-effective channel. This course is ideal for marketing and advertising professionals on both the client and agency sides.

Who should attend?

- Anyone involved in increasing the quantity and quality of visitors to a website
- Those responsible for online marketing
- Ideal for both B2B and B2C marketers
- Client or agency side.

Learning outcomes

- How to improve your search strategies, both short and long term
- What the jargon really means
- How to incorporate this cost-effective channel into your communications mix
- Valuable insights and lessons from case studies.

Course Outline

The search landscape

- Overview of the role of search in today's media landscape and some key figures
- Introduction to the key players and an explanation of the main components, terminology and acronyms

Paid search

- Setting up a SEM campaign
- How to monitor and optimize search performance
- How to understand and create a bidding strategy
- Tools for Pay Per Click optimization

Organic search

- On-page SEO techniques
- Off-site strategies
- Tools for SEO optimization
- Universal search – video and images

Local search

- Benefits of local search
- Setting up local search
- Leveraging local search for paid search and SEO

Bringing it all together

- Integrating search engine marketing with other online and offline channels
- Best practice guidelines for improving conversion – landing page design and tactics
- Getting the right mix – balancing your search marketing tools for 360 degree coverage

Developing a plan for your business

- Review examples of organizations using search effectively
- Define a clear SEM strategy
- Identify the correct course of action for search in your business

SEO for Marketers

Overview

About the course

SEO is a key traffic driver, so this non-technical course will help you to explore issues such as how to use content to increase your search ranking, why link building is so important, and the overlap between social media and SEO.

Who should attend?

- Marketing managers
- Anyone involved in the running of a website
- Ideal for both B2B and B2C marketers
- Client or agency side.

COST: N29,999
5 Days Intensive

Learning outcomes

- Understand the most common search marketing mistakes
- How to use content (articles, videos, etc) to increase ranking in search engines
- How to build a content creation program
- The overlap between social media and SEO
- How to build links and why link building is critical to increased natural rankings
- How to set SEO KPIs and measure performance
- How to sell and manage SEO internally and win budget
- How to work with SEO agencies.

Course Outline

Course outline

The course content will combine presentations, discussion and practical exercises on the following topics:

- Understand the most common search marketing mistakes
- How to use content (articles, videos, etc) to increase ranking in search engines
- How to build a content creation program
- The overlap between social media and SEO
- How to build links and why link building is critical to increased natural rankings
- How to set SEO KPIs and measure performance
- How to sell and manage SEO internally and win budget
- How to work with SEO agencies

Social Media Marketing Essentials

Overview

About the course

What are the strengths of social media? How does it actually work? What are the pitfalls and challenges? This practical, hands-on course will explore the essentials and show you how to plan, measure and implement a social media marketing strategy.

Who should attend?

Anyone responsible for implementing their brand or organization's social media activity, including:

- Marketing executives
- Marketing managers
- Community managers
- Communication managers.

COST: N29,999
5 Days Intensive

Learning outcomes

- An engagement framework for social media marketing
- How to measure and monitor online discussion around your brand, competitors or industry
- How to implement an efficient day-to-day workflow for publishing content to Facebook and Twitter
- How to increase engagement with your customers on social channels
- How to integrate social functionality on your existing

Course Outline

Course outline

The course content will combine presentations, discussion and practical exercises on the following topics:

Part 1 - Social media round up:

- Facebook, Twitter, Google+, Forums and Blogs

Part 2 - Listen phase:

- Where are the conversations?
- Who are the influencers?
- What are they talking about?

Part 3 - Respond phase:

- Organise for responding
- Build presence on social media sites
- Engage in conversation

Part 4 - Drive phase:

- Run campaigns
- Benchmark and measure
- Integrate with your digital marketing

COST: N29,999
5 Days Intensive

Social Media Marketing Strategy

Overview

About the course

Social media is now common place, and a must for today's organisations. While many businesses have set up their Facebook and Twitter channels, few have thought about what happens next.

Who should attend?

- Marketers
- Managers
- Business owners
- Communications professionals.

COST: N29,999
5 Days Intensive

Learning outcomes

- Key differences between social media and traditional marketing

- Why social media works the way it does and what users expect from you
- How to use and monitor Twitter, Facebook, LinkedIn, forums and blogs
- How to develop a simple but effective social media engagement strategy
- How to start monitoring social media conversations
- How to create social media guidelines for your staff is essential and what to put in them
- A measurement framework to ensure you're tracking your social media investment.

Course Outline

Course outline

- The building blocks of social media
- What the social media landscape means for organisations
- An introduction to the key social media platforms: blogs, forums, personal social networks, business social networks, microblogs, geosocial networks
- Social media strategy in three steps
 1. Listen – monitoring social conversations
 2. Respond – engaging with your audiences
 3. Drive – running campaigns and starting conversations
- A framework for measuring your social media progress
- Social media within your organisation

Website Analytics and Reporting

Overview

About the course

Combining marketing theory with real-world solutions, Digital Analytics shows you what works, what doesn't and provides information to help improve your marketing campaign performance.

Who should attend?

- Marketers with hands-on responsibility for developing and managing digital campaigns
- Analysts who would like to better understand how to translate stats and metrics into insights for marketers
- Community managers responsible for social media engagement.

Learning outcomes

- How to define a metrics framework for any digital campaign or company
- How to benchmark across campaigns to unlock hidden insights
- How to effectively incorporate analytics into the planning process
- How to understand digital data sources and their key limitations
- How to accurately attribute conversions in a multi-channel campaign
- How to develop strategies to extend optimization past media buy
- How to pull and interpret key reports in Google Analytics
- How to impress with insights instead of spread sheets

Course Outline

Course outline

- Defining a marketing analytics framework
- Metrics: What to report on, when and why?
- Matching strategic and tactical goals to metrics
- Finding and developing the right data
- Online data sources and their limitations
- [Understanding statistical significance](#)
- [Campaign flow and media attribution](#)
- [Potential campaign flows and response tracking](#)
- [Media attribution in a multi-channel world](#)

COST: N19,999
5 Days Intensive

- How to reduce media waste
- Effective targeting to drive conversions
- Cross-channel integration and targeting matrix
- Using analytics for search; in particular Google adwords and google analytics
- Plus plenty of hands-on exercises