



SKILLWORKS ACADEMY

www.skillworksacademy.com

PROFESSIONAL **CERTIFICATE** IN DIGITAL MARKETING



The Skillworks Professional Certificate in Digital Marketing (CDM) programme focuses on the Principles, Planning And Execution of Digital Marketing across different channels. It covers in detail: Web Development using Content Management System, Search Engine Optimization and Marketing, Social Media Marketing, E-mail Marketing, Inbound Marketing, Online Reputation Management, Google Ads, Web Analytics, Blogging, Content Marketing, Video Marketing across various platforms and industries.

SKILLWORKS

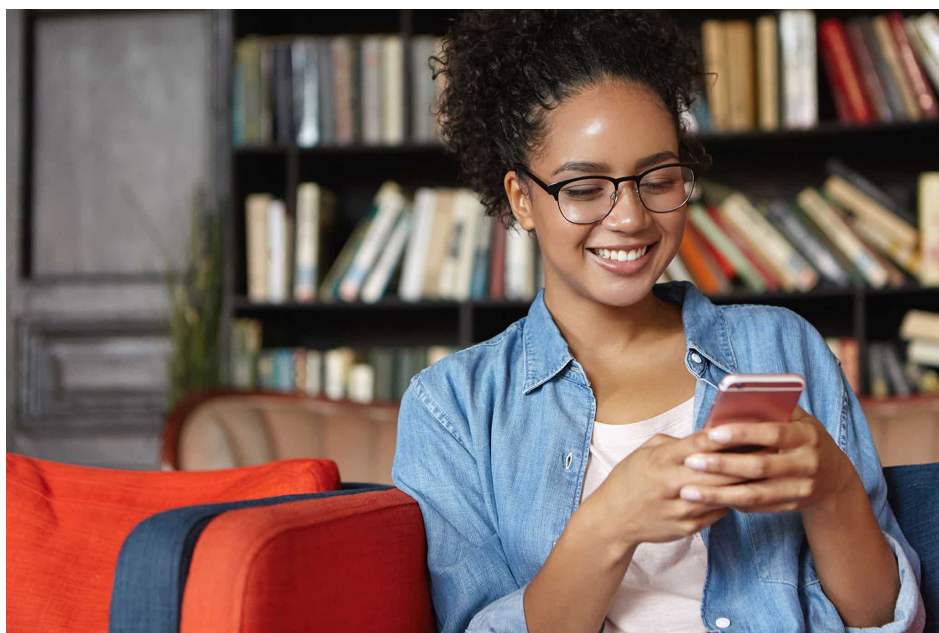


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WHAT YOU'LL LEARN

- Find your target audience, easily convince them to become your customer and buy your products.
- Build a effective website for marketing and sale from scratch (no coding!)
- Increase your conversion rate by building advanced landing pages, write powerful copies and sell more
- Earn extremely powerful knowledge of digital marketing strategies to use in any online platform to get results
- Grow your sales by doing successful email marketing, following step by step instructions to get results
- Inject constant traffic into your website & business with SEO, rank in the first page of Google & other search engines
- Become a master of social media marketing, grow your business on Facebook & Instagram and bring traffic to your website
- Get more customers by doing successful advertisement campaigns on different social media platforms
- Bring back the people who already visited your site by advanced retargeting
- Fix your business problems before they even happen using Google analytics, to avoid expensive problems in your business



Digital marketing is the use of digital media to attract and engage with current and potential customers. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising

Businesses now have to go digital or die. This has created the need for a new crop of experts who will run this new frontier -The Digital Frontline. This training will make you one. You will learn all the concepts and tools to coordinate digital marketing campaigns across multiple platforms.



A WORLD DRIVEN BY MOBILE

Mobile Device hits have already out numbered desktop/laptop internet hits in the country and more people are now with smartphones than computers. This has made Digital marketing one of the most important elements for any business or non-business organization to grow and flourish in today's world.

UNTAPPED POWER

Most organizations now recognize and realize the untapped potential of search engines and social media, which can do wonders for their organizations. This Digital Marketing training covers all the key areas of Digital marketing from a practical angle.

YOU ARE ON TRACK

The programme will train and equip participants to thoroughly understand the concepts and practice of digital marketing and help them launch a digital marketing practice with ease and confidence



YOU'LL LEARN TO

- Create a powerful website for marketing, branding and engagement
- Create slider, call to actions, landing pages, grabbing email forms for email marketing, Store, products and much more
- 21 digital marketing strategies (marketing cognitive biases)
- 4 type of business energy and how to react against them to be more convincing
- Website persuasion, what elements to use on your website according to your niche
- Use Mailchimp for email marketing, how to create lists, signup forms, campaigns ...
- Copywriting to write a powerful blog/email to convince more people
- 6 hooked headline formulas
- How to become a story teller
- SEO
- Do Keyword research on different areas according to your business
- Use headline analyzer
- Yoast for SEO on WordPress
- Write a copy that follows SEO & readability instructions
- Work with search engines
- Drive traffic to your webpage
- Complete Instagram Marketing
- Improve your content quality
- Use automation tools
- Instagram ads
- Complete Facebook marketing
- Facebook ads
- Do retargeting
- Do live streaming on different platforms
- Complete Google Analytics
- and much more ...

WHAT YOU ARE GETTING

Full scale Activity Based Digital Marketing Training

Comprehensive & Relatable Instructional Study Guide

Professional Certificate in Digital Marketing from Skillworks

A4 size membership wall Display Certificate

Lifetime Access to Skillworks DM content

Access to the mentorship support group

Remote Internship / Attachment opportunity

Free Standard industry proposal templates

One Month Post Training Mentoring

100% Job Placement Assistance

Invitation to career and professional DM events

Unlimited professional Networking opportunities

Who Is This Course For:

This Digital Marketing Training is ideal for anyone involved in the planning, implementation or measurement of digital strategies – or anyone who would like to pursue a career in this area. The programme is a rounded training to all the core digital marketing disciplines, and will prepare you to take up a more specialist role within the overall marketing domain.

What To Expect:

Through dynamic lectures, case studies and small group discussions, you will be exposed to the latest methods, techniques and tools for improving your organization's Digital Marketing and brand-building efforts.

What You Will Learn:

You will learn over 14 interrelated modules in Digital marketing. This is a detailed training programme. Please find the course outline below.



PRINCIPLES OF DIGITAL MARKETING AND BRANDING

COURSE CONTENT

This module is designed to provide you with the skills to build a customer profile and analyze the digital market. The module will enable you to understand the principles of digital advertising, the key elements of branding and competitive analysis.

Lays the foundation for understanding how to exploit the different digital marketing tools in order to improve businesses value proposition(s) to customers and improve their overall competitiveness.

- Basics of Marketing
- What is Digital Marketing?
- Comparison of Traditional and Digital Marketing.
- Statistics of Digital Marketing
- Benefits of Digital marketing
- Latest Digital marketing trends
- Digital marketing platforms
- Digital Marketing strategy for websites
- Career opportunities in digital marketing
- Principles of digital branding

WEB DEV: CMS

Content management systems offer the most powerful tools for developing functional and aesthetic websites. This module covers the development of websites using WordPress.

- Types of Websites
- WordPress Installation on Server
- Understanding the Dashboard
- Changing the Default Settings
- Installing and customizing themes
- Content management in WP
- Creating categories, pages, and posts
- Adding a menu, widgets to the website
- Installing useful plugins for site features
- SEO specific plugins



SEARCH ENGINE OPTIMIZATION (SEO)

This module offer in-detail knowledge of every aspect there is to increase the organic search ranking of a website/webpage

- Introduction to SEO
- How Do Search engines work?
- Search Engine Algorithms
- Google Algorithm Updates
- Google Search Console
- Keyword Research Process
- Keyword Research Tools
- Competition Analysis
- On page Optimization strategies
- Content development strategy
- Title & Meta Tags
- Semantic SEO
- Rich Snippets Integration
- Speed Optimization
- Off Page Optimization
- Link Building Techniques as per latest standards
- Local SEO Strategies
- Penguin & Panda update recovery process

SEARCH ENGINE MARKETING (SEM)

This module offer in-detail knowledge of every aspect there is to increase the organic search ranking of a website/webpage

- Introduction to Paid Marketing
- Google Ads (Google AdWords) account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- AdGroups and Keywords setup
- Bidding strategies & Conversion Tracking
- AdRank, Quality Score Optimization
- Ad Formats & Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Google Ads (Google AdWords) tools
- MCC Account
- AdWords Editor Tool

COPYWRITING

In this unit, you will get hands-on experience writing web content, including how to write a blog or a post, newsletters, emails, landing pages, display ads, Facebook ads, native ads and website content

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- PPC Campaign Setup
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- AdRank, Quality Score Optimization
- Ad Formats & Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
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- Mobile Apps Marketing
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SOCIAL MEDIA MARKETING

Social media has quickly become the goldmine of marketing. This module teaches all the intricate details in this sphere.

- Introduction to social media marketing
- Facebook marketing
- Facebook advertising
- YouTube marketing
- Twitter marketing
- LinkedIn marketing
- Pinterest marketing
- Instagram Marketing
- Quora Marketing
- Document Sharing Site



EMAIL MARKETING

This module will teach you about Opt-In Subscriber Management, E-Mail, Design and Content, Email Delivery and Reporting.

- What is Email Marketing
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Softwares
- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters
- Types of Campaigns
- Reports and analysis



INBOUND MARKETING

You'll learn how to use different digital channels to tell a story that is useful to your customers and public in a way that positions your organization and product as the answer to their question.

- What is Inbound Marketing
- Inbound Marketing Process
- Content Marketing Concepts
- Landing Page Design Concepts
- Strategies for Inbound Marketing
- Tools for Inbound Marketing
- Using a CRM
- Delight your Customers



ONLINE REPUTATION MANAGEMENT

ORM is tool that help you manage your online reputation and protect business with help of online reputation management. whenever we search a query of anything on internet first we go through the review segment then we can make a positive feedback for any company to occurred their services.

- What is Online reputation management
- Why business needs online reputation
- Case Studies of Brands
- Focus areas in ORM
- ORM in Search Engines
- ORM in Social Media
- ORM strategy
- Tools for ORM



GOOGLE ADS AND AFFILIATE MARKETING

Looks at the deep secrets and tools for unlocking the world of google AdWords and AdSense. Basically it covers the use of google services to place ads on your websites and make money as a result.

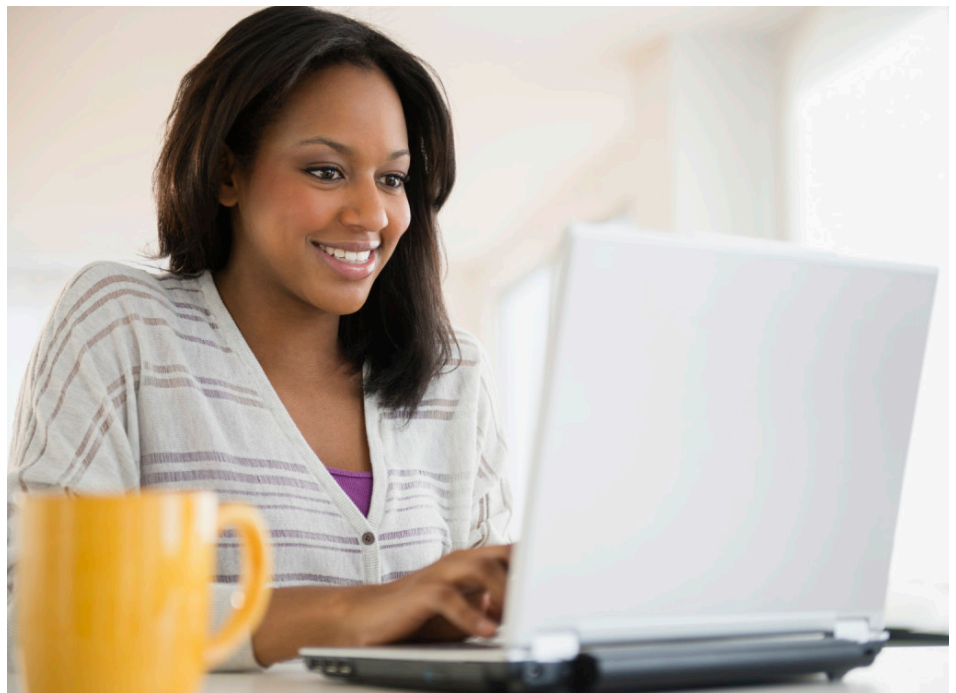
- Online money earning strategies
- Success stories of online entrepreneurs
- Planning a website for AdSense
- What is AdSense?
- Types of Bidding
- Implementing Ads in a Website
- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks
- Freelancing Business Strategies



WEB & GOOGLE ANALYTICS

Participants learn the key reports to use on a daily basis and their interpretations as well as how to use advanced features of Google Analytics.

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics
- Google Tag Manager
- How to use Google Tag Manager
- Implement Conversion Tracking
- Basic terminology and KPI's
- Audience Reports
- Customer Acquisition Reports
- Behavior Reports
- Goals and Conversion Reports
- Segmentation and Filters



BONUS MODULES

The Business of Digital Marketing

Will present the processes and tools of setting up and running a successful Digital Marketing agency.

Blogging

This module delivers the technicalities involved in the development and monetization of blogs.

Market Research

You'll learn the principles and practicing of information gathering and organizing them to understand trends and preferences



If you are one of the following who is looking at leveraging Digital Marketing for personal or organizational growth, then this course is for you

Entrepreneurs

Seeking increased confidence and a more rounded understanding of digital marketing.

Career Changers

Seeking an exciting career in a creative and analytical industry. That combines new media and marketing.

Graduates

Looking for a fast track into a competitive and fast changing industry.

Youth Corpers

Aiming to upgrade digital talent and stay ahead of the curve.

Individuals

that wants to make a career using Social Media and other digital platform.

REGISTRATION

1. Fill the Registration form at www.skillworks.com.ng
2. Pay Training fee pay online or to ZENITH BANK
Acct No 1014482060 Account Name:
SKILLWORKS and send name and email
to **08101573736**
3. You will receive your training materials so you can start studying before the training day.

Who We Are

We are experts in Websites, Mobile Apps, Digital Marketing, UI/UX Designs, SEO and Project Management. Our Practical Skill trainings are Hands-on, Straight to the point with Certificates and 100% mentorship, internship, growth and job support.

What We Do

We serve clients at different levels: Individuals, startups, companies, public institutions, etc., whether as a trusted adviser or developer of bespoke solutions (Websites, Software, Procurement, Social Media etc) or as a hands-on Trainers. For every engagement, we put in the best of time and talent to give excellent results

Our courses , just like our other services run all though the year in Abuja, Port Harcourt, Lagos and other cities across Nigeria. Visit our website for full details of our ongoing programmes.

Address

Abuja Address:

No 983 Ahmadu Bello Way Opposite Legislative Quarters, Apo, F.C.T Abuja

Port Harcourt Address:

16 Isiopko Street, Dline, Port Harcourt

Tel: +2348101573736

Email: contact@skillworks.com.ng

Website: www.skillworks.com.ng