



Digital Marketing Training



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All Gone Digital

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

WHAT YOU ARE GETTING

Full scale Activity Based Digital Marketing Training

Comprehensive instructional Study Guide (issued before training)

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

5 professional DM proposals to support

One month post training support

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 organisation'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

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

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
- Basics of HTML/CSS/JavaScript
- 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

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 ADSENSE 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

GOOGLE ANALYTICS IN-DEPTH

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

WHO SHOULD ATTEND

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 a 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.

ABOUT SKILLWORKS

WHO WE ARE

We are a government recognized Technology Training and Consulting Firm. Our Mission is to develop people and businesses. We train people and offer services that will enhance the rapid growth of their enterprises. Making sure they grow from SMEs to empires with the leverage of information and communications technologies.

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

CONTACT US

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.

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