

SHORT PROGRAMME CERTIFICATE IN DIGITAL MARKETING

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. If you are a business owner or just wanting to understand more of the world of online marketing – register now!

Who is this course for? The Short Programme Certificate in Digital Marketing is ideal for anyone involved in strategy, planning, marketing and advertising who wants to implement strategies to increase brand awareness and showcase products and services online. The programme is suitable for professionals of all levels and disciplines, and will prepare you to take up a more specialist role within the overall digital marketing realm.

What can you expect? Through face to face lectures, interactive PDF's, local case studies and small group discussions, you will be exposed to the latest digital methods, techniques and tools for improving your organisation's digital marketing and online brand-building efforts.

What will you learn? Through our interactive course material you will learn how to leverage these strategies to gain a digital competitive advantage for both your business and your career; increasing return on investment and reaching key targeted customers!

During the course you will cover the following modules:

Introduction to Digital Marketing

- Digital marketing overview, digital marketing terminology, digital marketing planning

Search Engine Marketing

- A clear understanding of what you have to do to implement an excellent SEO strategy for your business. You will understand how Google and the other search engines operate and be in a position to start the process of getting your web site to #1 on Google.

Pay Per Click

- Quality score explained, conversion tracking, understanding CPA issues, ad positioning strategy and bidding approaches

Display Marketing

- How to find suitable websites, research publishers and websites, Google Display Planner tool, publisher and website resources, and how to match the audience with the publisher

Email Marketing

- Email continues to be an outstanding customer communications tool despite the challenges of deliverability, POPI law, spam blockers and database management. Find out when to deliver, how to analyse and best reporting for maximum ROI



