



Vantage Africa

School of Leadership



Advanced Digital Marketing Certification

For more information or to enroll contact:

Tel: +254 725 303 645

Email: info@vantageafricaleaders.com

Location: C603, 6th Floor Astrol Business
Center Thika Road Nairobi



Introduction

This course will help you master Digital Marketing Strategy, Social Media Marketing, Search Engine Optimization (SEO), You Tube, Email, Analytics and More. We will meet for 3 days each week for 2 weeks. For maximum learning, the course is delivered through a combination of live and E-Learning sessions

Live Sessions

Live sessions are held via Zoom. These are highly interactive sessions where participants are guided on key Digital Marketing skills to enable them learn how to create campaigns, understand data analytics and track emerging trends.

E-Learning Sessions

Here, we have a host of prerecorded sessions, PPT notes, toolkits, links etc. all aimed at equipping participants with a very insightful lesson in E-commerce and digital marketing. After each session, a self-assessment quiz is provided to reinforce learning. Once a participant completes a session including the quiz, the system opens the following session.

Course Completion

In order for you to be considered to have completed the course, you will need to fulfill the following criteria:

- ✔ Attend minimum 70% of live sessions
- ✔ Complete E-Learning lessons and other class assignments
- ✔ Clear the fees

N/B - A certificate will be issued upon completion of the course.

Course Outline

Week 1		
Day	Topic	Topic Outcomes (By the end of the session, the learner should be able to:)
Day 1	Overview of Advanced Digital Marketing	<ul style="list-style-type: none">Introduction to Digital Marketing✔ What is digital marketing?✔ Importance of digital marketing✔ Difference between traditional and digital marketing✔ Discuss the recent trends and current scenario of the industry✔ How digital marketing has been a tool of success for companies?✔ How to use digital marketing to increase sales✔ How to conduct a competitive analysis?

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Day 2	Digital Marketing Strategy	<ul style="list-style-type: none"> ✔ Fundamentals of digital marketing strategy ✔ Digital research and analysis ✔ Creating value out of marketing ideas ✔ Marketing in a new venture
Day 3	Content Marketing Strategy	<ul style="list-style-type: none"> ✔ Fundamentals of digital marketing strategy ✔ Digital research and analysis ✔ Creating value out of marketing ideas ✔ Marketing in a new venture ✔ Digital marketing channels
Online Self-Assessment Quiz 1		

Week 2		
Day	Topic	Topic Outcomes (By the end of the session, the learner should be able to:)
Day 4	Search Engine Optimization (SEO and Analytics)	<ul style="list-style-type: none"> ✔ Introduction to SEO ✔ Fundamentals of SEO ✔ Identifying website problems ✔ Keyword research in SEO ✔ Optimizing content for SEO ✔ Link building techniques ✔ Analytics fundamentals ✔ Tools of Google analytics ✔ Reporting and optimization in analytics ✔ Google analytics segmentation
	Landing Pages and Remarketing Digital Media Planning and Buying Web Analytics	<ul style="list-style-type: none"> ✔ Introduction to Media Planning, Buying & Strategy ✔ Components of Media Planning & Creating A media Plan ✔ Advertising on platforms owned by publishers ✔ Introduction to Google Analytics ✔ Hierarchy of Tracking with in Google Analytics ✔ Behavior Analysis & Conversion Tracking ✔ Customizing Google Analytics
Day 5	Defining your Audience	<ul style="list-style-type: none"> ✔ Creating your online target persona ✔ Creating brand copy guidelines ✔ Your online audience ✔ Persuasive language ✔ Storytelling for brand extension

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	E-Commerce Strategy Areas Online Reputation Management	<ul style="list-style-type: none"> ✔ Introduction to E-commerce Mechanisms ✔ Optimizing Product Page ✔ Additional Best Practices for E-commerce ✔ Introduction to Online Reputation Management and Reputation Marketing ✔ Online Reputation Management & Reputation Marketing Tools ✔ Brand Management & Digital PR
Day 6	Email Marketing	<ul style="list-style-type: none"> ✔ Email marketing strategy ✔ Email marketing execution ✔ Writing for email ✔ Analytics for email
	Mobile Marketing	<ul style="list-style-type: none"> ✔ Introduction to mobile marketing ✔ Communication channels in mobile marketing ✔ Mobile Apps ✔ Mobile UX ✔ Designing content for mobile
Day 7	Social Media Marketing	<ul style="list-style-type: none"> ✔ Introduction to social media ✔ Content creation across social media platforms ✔ Creating social media content that drives engagement ✔ Social media strategy planning
	Paid Advertising	<ul style="list-style-type: none"> ✔ Fundamentals of paid online advertising ✔ Planning a paid digital marketing strategy ✔ Google search advertising ✔ Social media advertising ✔ Google display advertising ✔ Measuring and optimizing paid media efforts
Day 8	Writing Advertising Copy	<ul style="list-style-type: none"> ✔ Assess advertising copy media/channels and target market characteristics ✔ Write advertising copy ✔ Evaluate an advertising copy against given specifications
Online Self-Assessment Quiz 2		