



*Training Course:
Digital Marketing Fundamentals: A Practical
Crash Course*

*17 - 21 June 2024
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course:

Digital Marketing Fundamentals: A Practical Crash Course

Training Course code: SC235251 From: 17 - 21 June 2024 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6545 € Euro

Introduction:

In today's dynamic business landscape, digital marketing has become a cornerstone for success. This training program is crafted to empower non-digital marketers with the knowledge and skills necessary to navigate the digital realm effectively. Whether you're a business owner, a traditional marketer, or simply curious about the digital world, this program is designed to demystify digital marketing concepts and equip you with practical tools to thrive in the online space.

Objectives:

- **Build Digital Literacy:** Develop a foundational understanding of key digital marketing concepts, terminologies, and strategies.
- **Strategic Thinking:** Learn how to align digital marketing efforts with overall business goals and objectives.
- **Practical Application:** Gain hands-on experience with essential digital marketing tools and platforms.
- **Audience Engagement:** Understand how to identify and connect with target audiences through various digital channels.
- **Measure and Optimize:** Acquire skills in tracking and analyzing digital marketing performance to refine strategies for continuous improvement.

Target Audience:

- **Small Business Owners:** Looking to establish or enhance their online presence.
- **Traditional Marketers:** Seeking to transition into the digital space.
- **Professionals:** Interested in understanding and leveraging digital marketing for personal or career growth.

Outlines:

Day One:

Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Key Concepts and Terminologies

- Understanding the Digital Marketing Landscape

Day Two:

Strategic Planning

- Aligning Digital Marketing with Business Goals
- Developing a Digital Marketing Strategy
- Identifying Key Performance Indicators KPIs

Day Three:

Hands-on Tools and Platforms

- Introduction to Social Media Marketing
- Basics of Content Creation and Marketing
- Overview of Email Marketing

Day Four:

Audience Targeting and Engagement

- Understanding Your Target Audience
- Creating Buyer Personas
- Implementing Effective Engagement Strategies

Day Five:

Analytics and Optimization

- Introduction to Digital Analytics
- Interpreting Data and Metrics
- Continuous Improvement and Optimization Strategies

Registration form on the Training Course: Digital Marketing Fundamentals: A Practical Crash Course

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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