



*Training Course:  
Digital Marketing*

*2 - 6 September 2024  
Kigali (Rwanda)*

## Training Course: Digital Marketing

Training Course code: SM234799 From: 2 - 6 September 2024 Venue: Kigali (Rwanda) - Training Course Fees: 5950 € Euro

### Introduction

The course is hugely interactive with projects, checklists & actionable lectures built into every section. Learn step by step how to market a business online from scratch across all the major marketing channels. Follow the steps of the program to get results at work, for your own business, or your digital marketing clients.

### Course Objectives of Digital Marketing.

- Create a social media & digital marketing strategy
- Writing a Digital Marketing plan
- Budget planning for a monthly, quarterly, and yearly plan
- Content calendar strategy and implementation
- Make good use of professional templates and tools to write proposals and plans
- Content Marketing strategy
- Content Marketing vs. Traditional Marketing
- SEO Content Marketing Concept
- Content creation tools
- Posting strategy
- Content Scheduling
- Frequency and types of posts
- Community management and digital communication
- Create designs and posts without design or Photoshop skills using online design editors
- Social Media Calendar Templates

### Course Outlines Marketing Management & Research methods

#### Day 1: Facebook for business, managers, Facebook Ads, and Analytics

- Facebook Pages - The essentials
- Page Moderation
- Facebook Hashtag's best practices
- Creator Studio & Latest Updates
- Setting up Business Manager
- Adding the pages & Creating Ad Accounts
- Connecting Facebook with the Website - Facebook Pixel
- Creating Catalogs & Shops
- Facebook ads objectives
- Understanding how ads work
- Performance & Analytics Metrics
- Target the website visitors on Facebook and the people who engaged with your pages.
- Setting up the platform to analyze the website traffic

- Understanding the Analytics Dashboard
- Analytics Metrics & Bounce Rate
- Audience Insights
- Acquisition & Channels - Where visitors came from
- Calculate the ROI of every traffic source
- Analytics Reporting - Decision making
- Behavior and Website pages analytics

## Day 2: Instagram and LinkedIn and Google AdWords

### Instagram

- Build a professional Instagram profile
- Instagram content best practices
- Stories & highlights for business
- Instagram verification
- Instagram Hashtag's best practices
- Instagram Analytics & Metrics
- Create effective Instagram campaigns and success stories

### LinkedIn

- LinkedIn personal account vs. LinkedIn company pages
- Optimize your LinkedIn profile for the search engines
- Create a professional LinkedIn company page
- LinkedIn content strategy & best practices
- Optimize the content for the SEO to increase visibility on the search results
- Top LinkedIn mistakes to avoid
- B2B & B2C Marketing Strategies on LinkedIn
- Personalized ad messages on LinkedIn
- Improve business exposure on LinkedIn to increase revenue potential for the business
- Hands-on practice on various ad campaigns
- AdWords account setup
- Content Structuring
- Campaigns, Ad Groups, and Ads

## Day 3: Twitter, TikTok and YouTube channel

### Youtube

- Creating Your Own YouTube Channel
- An introduction to YouTube policies & guidelines
- How to run YouTube monetization and earn money
- Engage users by adding different elements to the video Cards, End-Screens, etc.
- Advanced tips and tricks to improve your YouTube Channel
- B2B & B2C Marketing Strategies on YouTube
- Improve business exposure on YouTube

### Twitter

- **Twitter Marketing growth strategy**
- **Content strategy, frequency, and types**
- **Twitter Hashtags, trends & tools to find the best hashtags.**
- **Twitter Marketing & Ads to get followers, retweets, generate leads, boost clicks, and drive sales.**
- **Ads pricing and best practices**
- **Targeting details**
- **Linking Twitter to the website**

## **TikTok**

- **Branding Your TikTok Profile For Business**
- **Creating A Hashtag Challenge**
- **How Businesses Use TikTok In the real World**
- **Best TikTok marketing strategies to increase followers**
- **TikTok Marketing Do's And Don'ts**

## **Day 4: Search Engine, and building your online store**

- **E-Commerce Building Blocks**
- **Setting goals & Creating a business plan**
- **Domain names, site structures, and top-level pages.**
- **Covering navigation tools, product pages, shopping carts, and the checkout process.**
- **Software Options & Solutions**
- **Creating an engaging User Experience**
- **E-Commerce Analytics**
- **Supporting your E-Commerce Business - Marketing the website**
- **How to integrate with payment gateways**
- **Integrate the website with email marketing tools for automated email campaigns**
- **Create marketing campaigns directly from Shopify**
- **Shopify reports and analytics for ongoing optimization**
- **Search Marketing: Organic, Local, and Paid Search**
- **How Search Engines work**
- **Keywords research**
- **Content Development & Keyword strategy**
- **Understanding Quality Score**
- **Setup the Conversions**
- **Track the return of the campaigns**
- **Remarketing on Google and all over the Web.**

## **Day 5: Email Marketing, and the Final Project**

- **Setting up Goals & Conversions**
- **E-Commerce Analytics & Revenue Tracking**
- **Exclude the internal traffic employees and workers from the Analytics**
- **Measuring your Site's ROI Return on Investment - Conversions Tracking**
- **The basics of the Email Marketing tools**
- **Create and design successful email design templates**
- **Email design guidance**

- Growing your email list to increase revenue potential
- Import your email contacts to MailChimp or Elastic Email
- Sending email campaigns to your database
- Sending customized emails
- Schedule Email campaigns
- Sending sales-driven and professional newsletters
- Read and analyze the email reports
- Analyze the open rate, views, and clicks
- Project brief and process
- A Project covering strategic thinking, creating a social media and digital marketing plan
- Applying the learning through setting the strategy, developing social media content, ads, online activities, and more.

## Registration form on the Training Course: Digital Marketing

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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### Easy Ways To Register

Telephone:  
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info@gh4t.com  
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