



*Training Course:
Mastering Digital Marketing*

*21 - 25 April 2025
Kigali (Rwanda)*

Training Course: Mastering Digital Marketing

Training Course code: SM234972 From: 21 - 25 April 2025 Venue: Kigali (Rwanda) - Training Course Fees: 5950 € Euro

Introduction

Digital marketing has become an essential component of modern marketing strategies. This training program is designed to provide participants with the skills and knowledge they need to become proficient in digital marketing and to develop and implement effective digital marketing strategies that drive business results.

Objectives

Upon completion of this training program, participants will be able to:

- Understand key digital marketing concepts, tools, and techniques
- Develop and execute effective digital marketing strategies
- Optimize digital marketing campaigns to drive traffic, engagement, and conversions
- Use data and analytics to measure and improve digital marketing performance
- Keep up with the latest trends and best practices in digital marketing

Target Audience

This training program is designed for marketing professionals, entrepreneurs, small business owners, and anyone who wants to develop their digital marketing skills and become proficient in digital marketing. It is suitable for individuals at all levels of marketing experience, from entry-level to experienced professionals.

Outlines

Day 1:

Introduction to Digital Marketing

- Overview of digital marketing and its importance in modern marketing
- Key terms and concepts in digital marketing
- Identifying target audience and defining digital marketing goals

Day 2:

Creating a Digital Marketing Strategy

- Developing a digital marketing plan
- Aligning digital marketing with business goals and objectives
- Choosing the right digital marketing channels and tactics

Day 3:

Search Engine Optimization SEO

- Understanding SEO and its importance in digital marketing
- Keyword research and selection
- On-page and off-page optimization

Day 4:

Paid Advertising and Social Media Marketing

- Overview of paid advertising in digital marketing
- Developing and managing paid advertising campaigns
- Social media marketing and advertising

Day 5:

Digital Marketing Analytics and Optimization

- Measuring and analyzing digital marketing performance
- Using data to optimize digital marketing campaigns for better results
- Keeping up with the latest trends and best practices in digital marketing

Registration form on the Training Course: Mastering 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:
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 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:
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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