



*Training Course:
Digital Marketing*

*9 - 13 August 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Digital Marketing

Training Course code: SM234799 From: 9 - 13 August 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to provide participants with a comprehensive, hands-on approach to mastering digital marketing across all major channels.

The course is highly interactive and practical, incorporating real-world projects, actionable frameworks, checklists, and step-by-step guidance. Participants will learn how to build and execute a complete digital marketing strategy from scratch—whether for their organization, personal business, or clients.

The program focuses on enabling professionals to design, implement, and optimize marketing campaigns using modern tools and platforms, ensuring measurable results and strong return on investment.

Course Objectives

By the end of this program, participants will be able to:

- Develop a comprehensive digital marketing and social media strategy
- Design professional digital marketing plans monthly, quarterly, yearly
- Build and manage content calendars effectively
- Apply content marketing strategies and differentiate them from traditional marketing
- Utilize SEO concepts to enhance content visibility
- Create engaging content using modern tools without advanced design skills
- Plan and execute posting strategies across platforms
- Manage online communities and digital communication professionally
- Use templates and tools to prepare marketing proposals and plans
- Analyze performance and optimize campaigns based on data

Target Audience

- Digital Marketing Professionals
- Social Media Specialists
- Marketing Executives and Managers
- Business Owners and Entrepreneurs
- Content Creators
- Individuals seeking practical, hands-on digital marketing skills

Training Outline

Day 1: Facebook Marketing, Ads & Analytics

- Facebook Pages essentials and page optimization
- Page moderation and engagement management
- Hashtag best practices
- Creator Studio and latest updates
- Setting up Facebook Business Manager
- Creating ad accounts and managing assets
- Facebook Pixel integration with websites
- Creating catalogs and Facebook shops
- Understanding ad objectives and campaign structure
- Performance metrics and analytics fundamentals
- Audience targeting and retargeting strategies
- Website traffic tracking and analytics dashboard
- Understanding metrics such as bounce rate and acquisition channels
- ROI calculation and reporting for decision-making

Day 2: Instagram, LinkedIn & Google Ads AdWords

- Building and optimizing Instagram business profiles
- Content strategies, stories, highlights, and engagement techniques
- Instagram analytics and campaign development
- LinkedIn personal vs. company pages
- Optimizing LinkedIn profiles for search visibility
- Content strategy and best practices for LinkedIn
- B2B & B2C strategies on LinkedIn
- Personalized messaging and lead generation
- Google Ads account setup and structure
- Campaigns, ad groups, and content structuring
- Hands-on campaign creation exercises

Day 3: YouTube, Twitter & TikTok Marketing

- Creating and optimizing YouTube channels
- Understanding YouTube policies and monetization
- Video engagement tools cards, end screens
- Advanced strategies for channel growth
- Twitter marketing strategies and content planning
- Hashtags, trends, and audience targeting
- Twitter advertising and campaign optimization
- TikTok business branding and profile setup
- Hashtag challenges and viral marketing techniques
- Best practices and common mistakes in TikTok marketing

Day 4: Search Marketing & E-Commerce Development

- Foundations of e-commerce and online business models
- Business planning and goal setting
- Website structure, navigation, and user experience
- Product pages, carts, and checkout optimization

- Platform options e.g., Shopify and implementation
- Payment gateway integration
- Email marketing integration with e-commerce platforms
- Search engine marketing organic, paid, local
- Keyword research and content strategy
- Google Ads optimization and quality score
- Conversion tracking and remarketing strategies

Day 5: Email Marketing, Analytics & Final Project

- Setting goals and conversion tracking
- Website ROI measurement and performance analysis
- Excluding internal traffic from analytics
- Email marketing fundamentals and tools
- Designing professional email templates
- Building and managing email lists
- Campaign scheduling and automation
- Analyzing email performance open rate, CTR, conversions
- Final project: Developing a complete digital marketing strategy
- Presentation and evaluation of participants' projects

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
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