

DIGITAL MARKETING CURRICULUM

The Digital Marketing career track is a program that gives you the opportunity to understand the balance between the Creative, Technology and Analytical part of Digital Marketing. The Marketing landscape is changing and Digital is playing an integral part in how brands grow. You will be learning practical skills on how to create and execute an effective Digital Marketing strategy by leveraging a range of digital marketing tools, tactics and techniques.

By the end of the course, you will be able to :

- Develop an effective Digital Strategy
- Understand the role of Digital Marketing in integrated marketing communications
- Target and grow the right audience for your brand
- Optimize a multi-channel marketing campaign using web Analytics
- Create engaging and high-impact marketing content
- Search Engine Optimization and Pay-Per Click Advertising
- Develop Email Marketing Strategies that convert
- Understand Growth Hacking
- Data Analytics
- Roll-Out and Take to Market Strategy

SYLLABUS

Module 1 - Introduction to Digital Marketing

In this module, we will explore the history and evolution of advertising and marketing. We will break down the tenets of Advertising and how it relates to Digital Marketing

Key Learning Outcomes

- History of Marketing
- Traditional Advertising
- Digital Marketing vs Traditional Advertising
- Channels & Platforms in Digital Marketing

Module Activity

Discuss the nuances of Digital in our everyday lifestyles.

Class Activity: Using Kahoot, the class will answer questions on this module

Module 2 - Digital Marketing Strategy

In this module, we will give you a framework to help you understand marketing at the fundamental level. We take a look at Digital marketing in both B2C and B2B contexts and how to develop great creative strategy that sells.

Key Learning Outcomes

- Creative Strategy
- Digital Marketing Strategy
- Understanding your Product/Brand
- Understanding your Consumer
- Map out USP's and Objectives
- STDC (See,Think,Do,Care) Framework & Micro Moments
- Digital Marketing Media Mix - Paid, Earned & Owned Media
- Setting Objectives & KPI's

Module Activity

In this second Module, you'll prepare for your new role as a Digital Marketer. You'll market a B2C or B2B product, summarize the business model of a fictitious BrandX, articulate the marketing objective, and develop a target persona for the product you choose to market. The BrandX will be used to execute the consequent Module projects.

Module 3 - Content Marketing

Content is at the core of all Digital Marketing activity. In this course you learn how to plan your content marketing, how to develop content that works well for your target audience and a local context, and how to measure its impact. You will learn Social Media Marketing hacks like Trendspotting, Viral Marketing and how to leverage Digital Trends for campaign success

Key Learning Outcomes

- Storytelling & Copywriting
- Content Plan Development
- Social Media Management
- Influencer Marketing
- Trendspotting, Viral Marketing & Empowerment Marketing

Module Activity

You will develop a content plan for different online assets like websites & social media platforms

Module 4 - Social Media Management

The evolution and adoption of Social Media in mainstream media and modern culture has made social media one of the most important platforms for marketing in the Digital Era. As a brand and marketing specialist, it is important to understand how to use social media for brand growth. In this module you will be learning the

Key Learning Outcomes

- Insights on Social Media
- Developing strategies for Social Media marketing on Facebook, Twitter & LinkedIn
- How to build a Social Media Calendar
- Social Media Guidelines

Module Activity

You will develop a social media strategy, guideline and content calendar for BrandX

Module 5 - Web UX for Marketing Acquisition & Conversion

You will learn how your site User Experience can help improve conversions and leads. Site Layout, Navigation, font size, color mood are some of the key UX qualities we will be observing. You will learn how to setup your site for success and understand the site UX basics from a Digital Marketer's Standpoint.

Key Learning Outcomes

- Review best practices of digital marketing UX.
- Explore how on-site marketing works and the ways to optimize those efforts.
- Evaluate the design, functionality, and effectiveness of landing pages.
- Develop landing pages and forms for your business.

Module Activity

Design a wireframe and Moodboard for BrandX

Module 6 - Search Engine Optimization (SEO)

Search engines are an essential part of the online experience. Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link-building campaign

Key Learning Outcomes

- On-page and Off-page SEO
- Link Building
- Keyword Research
- Inbound Marketing

Module Activity

You will audit BrandX website and recommend actions to optimize its ranking in search engine results. You'll also develop a target keyword list, evaluate the design and User Experience of the site, and recommend on-page and off-page SEO activities for BrandX.

Module 7 - Media Buying

An integral part of the Digital Media mix is Paid Media. It helps give you the quick push you need to get your brand in-front of your target audience and amplify the reach of your marketing content. It is vital as a Digital Marketing to understand how to run a media buying campaign so as to make effective use of your Marketing Budget. We will focus on how to leverage the right media channels and platforms and develop content that converts on these platforms.

- The Evolution of Digital Media Buying - Programmatic, Direct Buying, DSP's etc.
- Search & Display Advertising & Campaign Optimization
- Programmatic Buying using Google Adwords
- Paid Social on Facebook, Twitter & Instagram
- Media Planning & Budgeting

Module Activity

Setup, Run & Optimize a Facebook & Adwords campaign for BrandX

Module 8 - Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Key Learning Outcomes

- The AIDA Strategy
- Email Marketing Success Metrics
- Building a Email Database & Lead Magnets

Module Activity

Setup and execute a successful email campaign with MailChimp

Module 9 - Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Key Learning Outcomes

- The AIDA Strategy
- Email Marketing Success Metrics
- Building a Email Database & Lead Magnets

Module Activity

Plan, execute and Measure a email campaign for BrandX

Module 10 - Data Analytics & Reporting

The beauty of Digital Marketing is all(almost)marketing effort can be tracked down to the last Naira! We will be showing you here how to track actions that happen online and how it impacts your business. In this module, you will learn how to use Google Analytics to evaluate your audience, measure the success of your acquisition and engagement efforts, evaluate your user's conversions to your goals, and use those insights to plan and optimize your marketing budgets.

Key Learning Outcomes

- Draw Insights & Make Business Decisions from Marketing Data
- Setup and apply the basics of Google Analytics, including core concepts like Goal Tracking, and micro and macro conversions.
- Aligning Business & Marketing Objectives with Analytics
- Preparing reporting Dashboards

Module Activity

- Develop a Business-Marketing KPI's mapping for BrandX
- Create a Reporting Dashboard from Adwords & Facebook campaigns for a BrandX

Module 11 - Roll-Out and Take to Market Strategy

Strategy is useless without execution. A Digital Marketing Strategy is incomplete without an execution plan. Here, you will learn how to set realistic goals, budget and timelines for campaign success.

Key Learning Outcomes

- Campaign Planning & Media Planning
- Setting SMART Goals, Objectives and Timelines
- Customer Relationship Management
- Growth Hacking

Module Activity

- Develop a Campaign Timeline & Media Plan for a BrandX

Module 12 - Pitch Day and Graduation & Certifications

MEET YOUR INSTRUCTORS

