

GRANDUER COURSE

DIGITAL MARKETING

COURSE OVERVIEW-

The course is designed to equip individuals with the latest knowledge and skills in Digital Marketing needed to function anywhere around the world.

With the digital revolution, technology has opened verities of doors for marketers showcase their skill through the use of technological tools. Things that are been marketed may not have changed but how they are marketed has changed. The evolved study of marketing, known as digital marketing, has opened new opportunities for businesses and aspiring digital marketers.. So here's a seat for you.

SKILLS YOU WILL GAIN

- ✓ Canva
- ✓ Wordpress
- ✓ Advertising
- ✓ Email Marketing
- ✓ SEO

Pre-requisite:

This course is designed from the ground up to take you from novice to professional. **Complete beginners are welcome; no prior experience is needed!** A personal laptop is highly recommended especially during practical classes.

Course Module: The courses that are covered in this program include: Introduction to Canva, Email Marketing, SEO and Wordpress.

For Whom: Bloggers, SEO Beginners, Web Developers, Web Analysts, Graphic Designers, Graduates, and Individuals who are interested in learning Digital Marketing.

Entitlements: Course Completion Certificate, Training Materials, One month free Mentorship on Web Development.

Training delivery method will be a physical

PACKAGE PRICES			
Duration:	4weeks (Certificate Course)	Price:	N70,000
	3Months (Diploma Course)	Price:	N150,000
	6Months (Diploma Course)	Price:	N350,000

Payment Methods: Interested individuals can pay using the following methods:

Pay Online | Pay at the center | Pay to the bank using the following bank details:

Bank: Sterling Bank.

Account Number: 0089939629.

Account Name: Grandeur Tech and IT Service.

Disclaimer: In our effort to serve our customers better, the courses are upgraded to add new technologies and the course outline may change accordingly. The customer is requested to check the exact course outline at the center before enrolling for a particular course.

SYLLABUS FOR DIGITAL MARKETING COURSE

WEEK 1&2

1. Introduction to Digital Marketing

1.1 What is Digital Marketing?

1.2 Categories of Digital Marketing

1. SEO (Search Engine Optimization)

2. Content Marketing
3. Branding
4. SMM (Social Media Marketing)
5. Paid Advertisement (PPC)
6. Email Marketing
7. Influencer Marketing

2. Introduction to Content Creation

2.1 What is Content Creation?

2.2 Career Opportunities in Content Creation

1. Writers
2. Videographers
3. Digital Artists
4. Illustrators
5. Graphics Designers

WEEK 3&4

3. Digital Advertising

3.1 What is Digital Advertising?

1. Difference between Digital Advertising and Traditional Advertising
2. Types of Digital Advertising
4. How Digital Ads Work

1. Types of Ads
2. Using Digital Ads tools
3. Costing for Digital Ads
4. Targeting for Digital Ads
5. Digital Advertising Metrics

5. Digital Advertising Best Practices and tips

WEEK 5&6

6. Digital Advertising

6. Canva

6.1 Introduction to Canva

1. Introducing the Canva Interface
2. Registering on Canva

7.1 Using the Canva Tools

1. Editing Templates

2. Creating Logos
3. Creating Flyers
4. Creating Videos

WEEK 7&8

8.1 Introduction to Whatsapp

1. Whatsapp Marketing
2. Whatsapp Broadcast
3. Whatsapp Business

9. Introduction to Facebook

1. Facebook Marketing tools
2. Using Facebook Ads

Week 9&10

9.2 Introduction to Instagram

1. Opening an Instagram
2. Effective Instagram marketing tool

10. Email Marketing

1. Using Email marketing tools
2. Email marketing Softwares

WEEK 11&12

10.1 SEO (Search Engine Optimization)

1. Search Engine Marketing
2. Choosing best SEO tools

10.2 Wordpress

1. Website planning and Creation
2. Editing in Wordpress

****Please Note that the above course comes with a daily typing exercise.****

For More Information Contact us via:

Tel: 09169263133

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