...where the grown and classy do tech.

---

# TECHTAN Course Brochure

2024

# MISSION AND VISION

Mission
Empowering individuals with tailored tech education in a sophisticated environment. We foster excellence, integrity, and empowerment, guiding learners to thrive in the digital era with personalized attention and industry expertise.

Vision

To be the premier destination for classy tech education, inspiring lifelong learners to unlock their full potential and lead with confidence in the ever-evolving world of technology.

# CORE VALUES

We uphold the highest standards of integrity, transparency, and ethical conduct in all our interactions, building trust with our clients, partners, and community through honesty, accountability, and respect.

We strive for excellence in tech education, delivering high-quality programs and services that exceed expectations, foster innovation, and empower individuals to achieve their goals in the digital realm.

We foster a culture of collaboration, teamwork, and inclusivity, valuing diverse perspectives and leveraging collective strengths to drive innovation, foster creativity, and achieve shared goals in the tech community.

We believe in the power of education to empower individuals and transform lives. We empower learners to unlock their full potential, embrace lifelong learning, and thrive in the digital age.

"

**Embrace the elegance of luxury, and the power of perpetual learning in tech. In our journey, we fuse opulence with expertise, crafting a legacy where innovation meets refinement.**

SEGUN

# DIGITAL MARKETING

Week 1: Introduction to Digital Marketing

- Overview of digital marketing channels and strategies
- Importance of digital marketing in today's business landscape
- Key Metrics and analytics in digital marketing

2: Social Media Marketing

- Introduction to major social media platforms (e.g., Facebook, Instagram, Twitter)
- Creating effective social media strategies
- Managing social media campaigns and advertising

3: Content Marketing

- Understanding the role of content in digital marketing
- Developing a content marketing strategy
- Creating engaging and shareable content

4: Email Marketing

- 
- Building an email list and managing subscribers
- Creating effective email campaigns
- A/B testing and optimizing email performance

**5: Mobile Marketing**

- Overview of mobile marketing strategies
- Designing mobile-friendly websites and landing pages
- Mobile advertising and location-based marketing

**6: Search Engine Optimization (SEO)**

- Fundamentals of SEO and its importance in digital marketing
- Keyword research and on-page optimization
- Off-page optimization and link building

**7: Paid Advertising (PPC)**

- Introduction to pay-per-click (PPC) advertising
- Creating and managing PPC campaigns (e.g., Google Ads)
- Optimizing ad performance and budget allocation

**8: Conversion Rate Optimization (CRO)**

- Understanding the conversion funnel
- Strategies for improving website conversion rates
- A/B testing and optimizing landing page.

**9: Analytics and Reporting**

- Implementing web analytics tools (e.g., Google Analytics)
- Tracking and analyzing digital marketing metrics
- Reporting on campaign performance and ROI

10: Social Media Advertising

- Advanced strategies for social media advertising
- Targeting and retargeting options on social media platforms
- Budgeting and optimizing social media ad campaigns
- Week 11: Content Strategy and Distribution

# DIGITAL MARKETING

**11: Content Strategy and Distribution**

- Developing a comprehensive content strategy
- Content distribution channels (e.g., social media, email, influencers)
- Measuring content marketing success

**12: Digital Marketing Trends and Future Insights**

- Emerging trends in digital marketing
- Staying updated with industry changes and advancements
- Developing a personal growth plan in digital marketing
- r product design ro

TECHTAN

# About us

At Techtan, we understand that the digital landscape is ever-evolving, and navigating it can be daunting. That's why we've created a tech hub designed to empower individuals with the skills and knowledge needed to thrive in today's digital era. We provide top-notch tech education in a clean, calm, and classy atmosphere. We believe that learning should be an enriching experience, which is why we've curated a team of expert instructors who are passionate about sharing their knowledge and guiding learners through their tech journey with personalized attention and support.

## ADDRESS

No. 7 Umuechem Street, D/Line, Off Olu-Obasanjo Bypass, behind Energymatic Filling Station, Port Harcourt, Nigeria, 500261