**Beginner Digital Marketing overview**

**Module 1: Introduction to Digital Marketing**

* Gain a foundational understanding of the digital marketing landscape, its evolution, and its critical role in modern business success. This module explores current global and local trends, with a specific focus on Ethiopia's unique digital ecosystem, infrastructure, and emerging opportunities. You'll learn why digital marketing is essential for reaching Ethiopian audiences and competing effectively today.

**Module 2: Content Marketing Essentials**

* Discover the power of content marketing to attract, engage, and convert audiences. Learn how to develop effective content strategies tailored for both local (Ethiopian) and global markets, identify your target audience, set clear goals, and choose the right content types and formats. This module introduces practical AI-enhanced tools for video editing/generation (Capcut, Lumen5, Pictory, Synthesia), audio optimization (Auphonic), graphic design (Canva, Firefly), and AI writing (Jasper, ChatGPT), along with strategies for distribution, promotion (using Buffer/Hootsuite/Later), and leveraging interactive content.

**Module 3: Social Media Marketing (SMM)**

* Master the art of leveraging major social platforms (Facebook, Instagram, TikTok, LinkedIn, Twitter) for business growth. Learn to create effective SMM strategies, produce engaging content, understand advertising fundamentals, and manage online communities. Dive deep into platform-specific tactics, including mastering TikTok/Reels algorithms and implementing social commerce features like Instagram Shops and WhatsApp Business API. Explore community-led growth strategies and harnessing user-generated content for authentic reach.

**Module 4: Freelancing & Online Shopping Essentials**

* Equip yourself with practical skills for the digital economy. Learn how to build a strong professional online presence through LinkedIn optimization. Discover the fundamentals of starting and succeeding as a freelancer on platforms like Upwork. Additionally, gain essential knowledge for safe and smart international online shopping on popular platforms such as AliExpress and Shein.