



## Digital Marketing 101

<http://bit.ly/swsdm101>

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**Dates:** 16th & 17th January, 2017

### *Course Content*

## Course Overview & Purpose

Digital Marketing 101 is for the absolute beginner. It targets Small Business Owners and indeed anyone who is running a business and is looking for effective ways to get the word out about their goods and services. You would learn about the interconnectivity of the internet world and why you need to make use of this interconnectivity for your business aims and objectives.

The course is designed to take you through the basics and expose you to online advertising best practices while also showing you how to measure the results of your advertising activities.

If you follow the course modules and complete your micro projects and the test adverts, you are sure to start seeing results and improvements in your business in the shortest possible time.

## Day 1 Course Content - Module 1

1. Traditional advertising vs digital advertising.
2. What are the digital platforms available?
3. How do the available digital platforms concern you and your business?
4. Determining your target audience and your best digital marketing platform.
5. Formulating your strategy.

## Day 1 Learning Objectives

1. Module 1 will acquaint you with the world of digital marketing and advertising by comparing pros and cons of traditional methods against digital methods.
2. You will learn about the digital platforms that are currently available and how you can utilise them for your own business.
3. You will learn to identify and focus on your target market
4. You will learn about how to reach your target market on the different digital platforms.

## Day 2 Course Content - Module 2

**Case study - This will involve a hands on training on creating a social media page for your business.**

1. Creating the appropriate pages for your business
2. The functional parts of your new page
3. Creating the right kind of content.
4. Boosting and advertising content.
5. Insights and Analytics. (Measuring performance of your adverts)

## Day 2 Learning Objectives

1. You will learn what type of page will be most appropriate for your business.
2. You will learn about the functional parts of your page, admin roles, usernames etc
3. You will learn about the right way to connect with your target audience on social media.
4. You will learn how to boost your posts so that it will reach even more people.
5. You will learn the basics of monitoring your adverts for high or low performance and making changes as you go.

## Materials Needed

1. A computer
2. An internet connection
3. A skype account
4. Pen and paper to take your notes
5. Training Fee

## Post-Training Verification

*Steps to check for student understanding*

1. Online Tasks and Tests to be completed and submitted.
2. Award of certificates

