

DIGITAL MARKETING

A C A D E M Y

12 WEEK DIGITAL MARKETING CERTIFICATE COURSE

Course Overview

This 12-week, trainer-supported certificate programme is designed for professionals and entrepreneurs who want to master digital marketing step by step. Over three months, you'll combine self-paced lessons, live interactive sessions, and hands-on projects to build a complete skill set.

Unlike short crash courses, this certificate offers practical application, structured learning, and real-world assignments that will leave you with the confidence to plan, execute, and measure digital campaigns.

Key Learning Benefits:

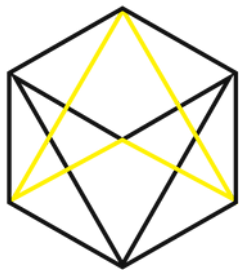
By the end of the course, you will be able to:

- Build and execute a comprehensive digital marketing strategy from start to finish.
- Develop strong buyer personas and map the customer journey effectively.
- Plan, design, and manage content marketing campaigns across multiple channels.
- Create and optimise campaigns on social media platforms (Facebook, Instagram, LinkedIn, YouTube, TikTok, and X/Twitter).
- Run paid advertising campaigns with Google Ads and social media advertising.
- Build and manage your own WordPress and Elementor websites.
- Apply SEO best practices for higher visibility and rankings.
- Design, launch, and automate email marketing campaigns with segmentation.
- Track performance using Google Analytics 4 and identify the right KPIs.
- Integrate all digital channels into a single, measurable, and results-driven strategy.

Live Session: 2 x 1 hr per week

Price: \$2 000.00

To Book send a mail with your preferred course dates to the email address below:



DIGITAL MARKETING

A C A D E M Y

COURSE PROGRAM OVERVIEW:

Week 1: Introduction to Digital Marketing

Self-Paced Lessons

- Foundations of Marketing
- Introduction to Digital Marketing
- The Digital Marketing Landscape
- Digital Marketing Funnel and Buyer Journey
- The Buyer Persona

Self-paced Live Sessions

Session 1 - Overview of Digital Marketing Landscape

Session 2 - The Marketing Funnel and Buyer Journey

Tasks & Assignments

- **TASK:** Complete HubSpot Modules
- **Assignment 1:** Define Your Case Study Business
- **Assignment 2:** Create Your Buyer Persona

Week 2: Understanding the Digital Consumer

Self-Paced Lessons

- Recap – What Makes a Good Persona?
- Where to Find Free Data to Build Better Personas
- Research Methods to Understand our Audience
- Building your Brand in Digital Marketing
- Build a Strong Brand Identity
- CASE STUDY: Starbucks Creative Elements
- The Role of Storytelling in Building a Brand

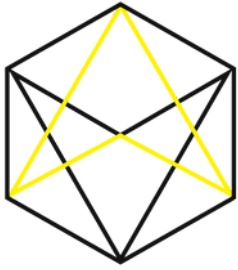
Self-paced Live Sessions

Session 1: Digital Consumer and Storytelling

Tasks & Assignments

Assignment 1: Write a BrandScript for Your Business

Assignment 2: Build Your Brand Identity



DIGITAL MARKETING

A C A D E M Y

Week 3: Content Planning and Strategy

Self-Paced Lessons

- Introduction to Content Strategy
- How to Develop a Digital Marketing Strategy
- Setting Objectives and Goals
- Knowing Your Audience and Competitors
- Choosing the Right Activities and Content
- Measuring and Optimising Content Performance

Self-paced Live Sessions

Bringing your Content to Life

Tasks & Assignments

COMPLETE: SimpliLearn Digital Marketing Strategy Course

Week 4: Content Marketing Fundamentals

Self-Paced Lessons

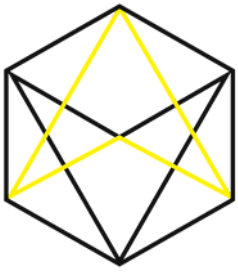
- Content Marketing Principles
- Choosing the Right Format
- Choosing the Right Channels
- The Role of Blogs in Content Marketing
- Basics of Design
- Establish a Color Scheme
- Decide on your Typography
- Visuals Checklist
- Beginners Guide to Canva

Self-paced Live Sessions

Live Session: What Makes Great Content

Tasks & Assignments

Assignment



DIGITAL MARKETING

A C A D E M Y

Week 5: Social Media Marketing

Self-Paced Lessons

- What is Social Media Marketing?
- Social Media Strategy
- Social Media Ecosystems
- Facebook
- Instagram
- LinkedIn
- YouTube
- X | Twitter
- TikTok
- Understanding Facebook Business Suite, Facebook Business Manager, Facebook Ads Manager

Self-paced Live Sessions

Session 1: Social Media Content Strategy and Copywriting

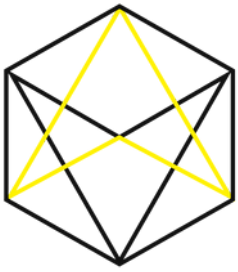
Week 6: Social Media Advertising

Self-Paced Lessons

- Social Media Design Best Practices
- Social Media Copywriting Best Practices
- Advertising on Social Media
- Create an Ad
- Choose an Ad Objective
- Determine Ad Budget and Bid Strategy
- Set up an Audience
- Ad Placements and Formats
- Using Analytics to Optimize Social Media Strategy

Self-paced Live Sessions

Live Session: Create Effective Ad Campaigns



DIGITAL MARKETING

A C A D E M Y

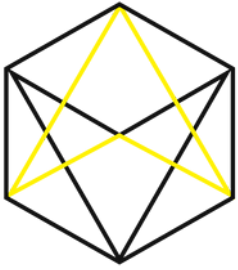
Week 7: Website Basics - Introduction to WordPress and Elementor

Self-Paced Lessons

- How Websites Work
- Web Design Principles
- Website Questionnaire
- How to Build a Website - Checklist

WordPress

- Introduction to WordPress
- Where to Install WordPress
- Install WordPress on Your Local Computer
- Install WordPress Manually on cPanel
- Install WordPress Using Softaculous
- WordPress Dashboard Overview
- Clearing out WordPress Dummy Content
- Post and Page Editors
- Classic WordPress Editor
- The Block WordPress Editor
- The Gutenberg WordPress Editor Templates
- The Anatomy of a Block
- Playing with Columns
- How to Add Blocks to Build a Post
- How to Add Images
- Finding More Blocks
- Reusable Blocks
- WordPress Site Settings
- General Settings
- Writing Settings
- Reading Settings
- Discussion Settings
- Permalink Settings
- How to Add Favicon
- How to Edit Author Profile
- How to Set Gravatar
- WordPress Themes Overview
- Find Theme on WordPress Theme Library
- How to Use Filter to find the Perfect Theme
- How to Install and Activate a Theme
- How to Find the Best Theme
- Best Free Theme Source
- How to Upload and Activate Theme



DIGITAL MARKETING

A C A D E M Y

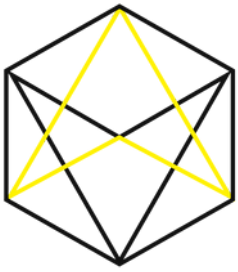
- WordPress Plugin Overview
- How to Add Plugins from WordPress Plugin Repository
- How to Install the Plugin from 3rd Party Site
- WordPress Widgets Overview
- Site Menu Overview
- How to Add Site Menu
- WordPress Posts Overview
- How to Use Classic Editor
- How to Prevent Spam on WordPress
- How to Insert Tags
- How to Create Categories
- How to Insert Feature Images
- How to Schedule a Post
- How to Resize an Image
- How to Customize your Home Page
- Page vs Post
- Make your Website Secure
- Make your Website Fast

Elementor

- What is Elementor?
- Installing Basic Elementor Theme
- Installing Elementor Plugin
- Elementor Editor Overview
- Designing Landing Pages with Elementor
- Designing Home Page Using Elementor
- Designing Contact Page Using Elementor
- Designing About Page Using Elementor

Self-paced Live Sessions

Live Session: Website Basics



DIGITAL MARKETING

A C A D E M Y

Week 8: Search Engine Optimization (SEO)

- Self-Paced Lessons
- Introduction to SEO
- What is SEO?
- Keyword Research
- On-Page SEO
- Link Building
- How To Execute a Content Marketing Strategy
- SEO Best Practices
- Advanced Tactics
- How to Measure and Track SEO Results
- SEO Checklist
- Conclusion

Self-paced Live Sessions

Session 1: Introduction to SEO

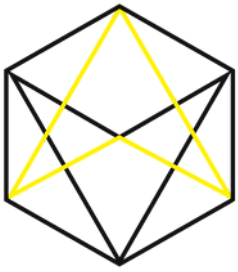
Week 9: Paid Advertising and Pay-Per-Click (PPC)

Self-Paced Lessons

- Introduction to Paid Advertising
- Introduction to Google Ads
- How to Use the Google Ads Keyword Planner
- Structuring a High-Converting Google Ads Campaign
- Writing Effective Google Ads Copy
- Setting Up Conversion Tracking in Google Ads
- Google Ads Bidding Strategies Explained
- Creating Effective Landing Pages for Paid Ads
- Quality Score and Ad Rank: How to Improve Them
- Google Ads Reporting and Optimization

Self-paced Live Sessions

- **Session 1:** Google ads 101
- **Session 2:** Analytics and Reporting



DIGITAL MARKETING

A C A D E M Y

Week 10: Email Marketing

Self-Paced Lessons

- What is Email Marketing?
- Building Your Email List
- Choosing the Right Email Marketing Platform
- Design for Email Marketing
- Writing High-Converting Email Copy
- Email Automation 101
- Segmentation & Personalization
- Types of Emails You Can Send
- Analysing & Improving Performance
- Compliance & Best Practices now?

Live Session

- Live Session: Email Marketing

Tasks & Assignments

- COMPLETE: Email Marketing Course in HubSpot
- Build and Launch Your First Email Automation Sequence
- Create a Segmented Campaign for Two Audiences

Week 11: Measuring Success – Introduction to Google Analytics and KPIs

Self-Paced Lessons

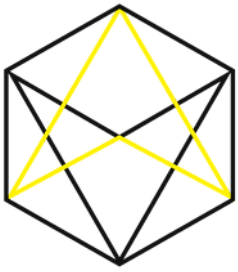
- Measuring Success
- KPIs and Metrics: What to Focus On
- What is Google Analytics?
- Google Analytics Glossary
- Setting Up Google Analytics 4
- Understanding the GA4 Interface
- Events and Conversions
- Audiences and Segmentation
- Explore Reports – Deep Dive Analytics
- Marketing Attribution and Campaign Tracking
- Reporting, Sharing & Insights
- Connecting GA4 to Other Tools
- Privacy, Consent, and Compliance

Self-paced Live Sessions

- Live Session: Measuring the Right Metrics

Tasks & Assignments

- Google Course: Getting Started using Google Analytics



DIGITAL MARKETING

A C A D E M Y

Week 12: Integrating Your Digital Strategy

Self-Paced Lessons

- Defining Your Goal and Audience
- Choosing and Aligning Your Digital Channels (Paid, Earned, and Owned Media)
- Creating Content That Supports the Customer Journey
- Measuring Performance with KPIs and Analytics
- Setting Up Google Analytics 4 (GA4)
- Understanding the GA4 Interface
- Tracking Events and Conversions in GA4
- Creating and Using Audiences in GA4
- Customer Journey Mapping and Funnel Building

Self-Paced Live Session

- **Session 1:** Integrated Digital Marketing Strategies
- **Session 2:** Customer Journey Mapping and Funnel Building

Tasks & Assignments

- Write Your Goal
- Create your first Persona
- Plan one week of content
- Map Your Customer Journey