

## Master Digital Marketing Course Details

Department: ICT and Security Management

Presented by Magna Skills Development Institute

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Training Coordinator: Denis Wunganayi



**CORPORATE TRAINING**  
*Agency*

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The banner features a blue background with a white arrow pointing right. On the right side, there is a photograph of three people (two women and one man) in a meeting, looking at a laptop. The Magna Skills logo and website URL are in the top right corner. The services list is on the left, and the website information is at the bottom left. There are decorative dotted patterns in the top left and bottom right corners.

## Course Summary

With the rapid shift of advertising dollars away from traditional media to online platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing & analytics fundamentals.

This **Digital Marketing Training Program** provides a detailed understanding about Digital Marketing concepts, strategies and implementation, including planning a website, website promotion, email and Search Engine Optimization (SEO) campaigns, Pay Per Click (PPC) campaigns and integrating digital marketing with traditional marketing.

This course has been designed for those who want to understand the key elements of building an effective digital marketing campaign. Covering best practice and using case studies throughout, the session offers a practical guide to the core techniques in digital marketing. Online tools and reference materials are highlighted throughout, enabling delegates to leave with solid hands-on knowledge that they can implement immediately upon return to the office.

## Course Objectives

- Create and/or improve a strategy for measuring and improving digital media effectiveness
- Review current approaches and identify areas for improving performance
- Search Engine Optimization (SEO)
- Pay Per Click (PPC) Advertising including Google AdWords, LinkedIn Ads, Facebook and Instagram Ads
- Social media marketing tips and tools for Facebook, Twitter, Instagram, Blogging, etc.
- Online advertising including ad networks and behavioral targeting
- Optimizing website and blog content and copy
- Digital Marketing Strategy and Planning

## Course Outline

### **Design Thinking for a Digital World**

Our foundation for everything online is seeing all our brand touchpoints through our users' eyes. We'll rely on the power of design thinking and using a user-centric focus to drive successful online marketing strategies and campaigns. Students will learn how to interview users across various age groups and identify their online habits and preferences in-depth to design the right digital experiences. Next, we'll prototype these in a low-fi way using wireframes and user journey mapping.

### **Search Engine Optimization (SEO)**

Arguably the toughest part of the course, the basics of Search Engine Optimization (SEO) covers long-tail keyword research

methods, on-page SEO for a focus keyword, inbound link building, and identifying influential sites based on Domain Authority to support online PR efforts. You'll do this for your own WordPress site using the Yoast SEO plugin for on-page SEO.

### **Social Media**

Next, we'll build out a social media strategy and campaign against a target market's preferred outlets and measure engagement for Conversation, Amplification, and Applause. After all, are Facebook Likes really that important for a brand? You'll see why social is a critical part but not the only tool in the modern marketer's arsenal.

### **Online Advertising**

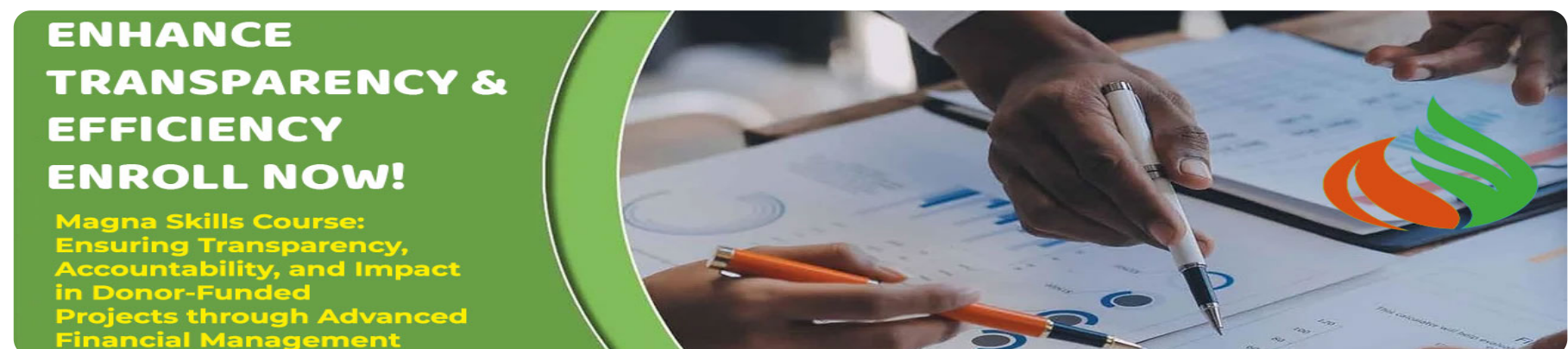
We'll scratch the surface for basic fluency in online paid platforms like Google AdWords and Facebook Ads to map out target markets, acquisition costs, and retargeting campaigns. Here's where we'll crack open a spreadsheet, evaluate our margins, and compare cost-per-click to basic metrics like customer lifetime value (CLV) and Average Order Price (AOV) to see if paid ads make sense for customer acquisition.

### **Web Analytics**

The unifying framework behind all this will be basic web analytics using the Google Analytics platform and the demo account for Google's Merchandise Store. This is an incredible opportunity to work with real data to validate hypotheses in real-time for an e-commerce store. Google Analytics is overwhelming, so we'll play with this tool early and often. Students are encouraged to also download the mobile app of this tool for daily updates via iOS or Android.

### **Data Visualization**

Finally, we'll move beyond just crunching numbers to data-visualization for crafting custom dashboards that help our key stakeholders see the important numbers and the changes over time. We'll rely on Google Data Studio to sync various datasets across Google Analytics, MailChimp, Social, or whatever dataset you like to get the right insights using integration services like Zapier. (Bonus points here for providing context around the data and making it actionable)



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Projects through Advanced  
Financial Management**

## Company Overview

**Who We Are:** Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

**Our Mission:** To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

**Our Vision:** To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

## Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

## Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

## Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

## Request for Training Form

Complete the form and share with Magna Skills Support Team on email [info@magnaskills.com](mailto:info@magnaskills.com) or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[ ____ ] Face to Face [ ____ ]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.