

Internet Marketing Fundamentals Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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Course Summary

Magna Skills presents the Internet Marketing Fundamentals course, designed to equip participants with essential knowledge and skills in online marketing. This course covers the core concepts and strategies of digital marketing, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and web analytics. Participants will learn how to create effective online marketing campaigns, measure their success, and adapt strategies to achieve their business goals in the digital landscape.

Course Objectives

- **Understand the Basics of Internet Marketing:**
 - Learn the key concepts and components of internet marketing.
 - Understand the importance of digital marketing in the modern business environment.
- **Develop Effective SEO Strategies:**
 - Learn the principles of search engine optimization.
 - Understand how to improve website visibility and ranking on search engines.
- **Harness the Power of Social Media Marketing:**
 - Explore strategies for marketing on various social media platforms.
 - Learn how to create engaging content and build a loyal audience.
- **Master Content and Email Marketing:**
 - Understand the role of content marketing in attracting and retaining customers.
 - Learn how to create and manage effective email marketing campaigns.
- **Analyze and Optimize Marketing Campaigns:**
 - Gain insights into web analytics tools and techniques.
 - Learn how to measure campaign performance and optimize for better results.

Course Outline

Module 1: Introduction to Internet Marketing

- Overview of digital marketing
- Key components and strategies
- The role of internet marketing in business growth

Module 2: Search Engine Optimization (SEO)

- Understanding search engines and algorithms
- Keyword research and on-page optimization
- Off-page optimization and link building
- SEO tools and best practices

Module 3: Social Media Marketing

- Social media platforms and their audiences
- Creating and managing social media campaigns
- Content creation and curation
- Measuring social media success

Module 4: Content Marketing

- Developing a content marketing strategy
- Types of content and content creation
- Content distribution channels
- Measuring content effectiveness

Module 5: Email Marketing

- Building and managing an email list
- Designing effective email campaigns
- Personalization and automation
- Analyzing email marketing metrics

Module 6: Web Analytics

- Introduction to web analytics
- Setting up and using Google Analytics
- Key metrics and performance indicators
- Analyzing and interpreting data

Module 7: Pay-Per-Click (PPC) Advertising

- Understanding PPC advertising
- Setting up and managing Google Ads campaigns
- Writing effective ad copy
- Analyzing and optimizing PPC performance

Module 8: Affiliate Marketing

- Introduction to affiliate marketing
- Setting up an affiliate program
- Managing relationships with affiliates
- Measuring affiliate marketing success

Module 9: Online Reputation Management

- Importance of online reputation
- Strategies for managing online reviews and feedback
- Crisis management and brand protection
- Monitoring online presence

Module 10: Future Trends in Internet Marketing

- Emerging trends and technologies
- The impact of AI and automation on digital marketing
- Preparing for future changes in the digital landscape

Who Can Attend:

- Marketing professionals seeking to enhance their digital marketing skills
- Business owners and entrepreneurs looking to improve their online presence
- Students and graduates interested in a career in digital marketing
- Anyone looking to gain a comprehensive understanding of internet marketing

Summary: The Internet Marketing Fundamentals course provides participants with a solid foundation in digital marketing strategies and techniques. Through a blend of theoretical knowledge and practical applications, participants will learn how to create, manage, and optimize online marketing campaigns. This course is ideal for professionals and individuals aiming to improve their internet marketing skills and achieve business success in the digital age



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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 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.