

Master Digital Marketing & Start Business Course Details

Department: ICT and Security Management

Presented by Magna Skills Development Institute

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CORPORATE TRAINING
Agency

OUR SERVICES :

- Search Engine Optimization
- Analytics and Data Analysis
- Pay-Per-Click Advertising
- Social Media Marketing

 Our Website
www.magnaskills.com

 **MAGNA SKILLS**
www.magnaskills.com



The banner features a blue background with a white arrow pointing right. On the right side of the arrow is a photograph of three people (two women and one man) in a meeting, looking at a laptop. The Magna Skills logo and website 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

Digital marketing and business courses are important to understand the current landscape of marketing and commerce in the digital age. You can make money by offering your website design services as a freelancer and work with clients from around the world.

With the increasing reliance on the internet and digital technology, there is a growing demand for website designers who can create attractive and functional websites.

Overall, digital marketing and business courses can provide valuable insights and skills for individuals and organizations looking to thrive in the digital age.

Course Objectives

- Develop skills in creating and executing effective digital marketing strategies.
- Increase knowledge of the latest digital marketing tools and techniques.
- Stay up-to-date with the latest digital marketing trends.
- Gain a better understanding of consumer behavior and how it affects digital marketing efforts.
- Learn how to effectively use data and analytics to measure the success of digital marketing campaigns.
- Increase chances of career growth and advancement in digital marketing and business fields.

Course Outline

Module 1: Making your Website

- In this module, we'll go step-by-step to building your fully functional, professional website.
- We will learn about wordpress and get you all setup with your own domain and hosting which is yours to keep.

Module 2: Search Engine Optimization (SEO)

- In this module, we'll cover all the SEO basics.
- The knowledge you need to know to get your website ranked in google.
- And we will go through implementing everything on your new website.

Module 3: Web Analytics

- In this module, we'll cover how to setup and analyse google analytics.
- You'll be able to optimize all your marketing efforts after understanding and starting to execute on the insights google analytics will give you.

Module 4: Email Marketing

- In this module, we cover the why and the how of email marketing.
- We'll look into strategies as well as setting up an email marketing account for your website.
- Then, we will move into how to start growing your email list and what to do with that list.

Module 5: Search Engine Advertising (SEM)

- In this module, we will look at the search engines available to us and how to marketing with them.
- Well cover the fundamentals of PPC marketing as well as some basic tactics to get you beating your competition from day 1.

Module 6: Social Media Marketing

- The basics on setting up your social media accounts, how to use them and what business cases apply to certain social media platforms and why.

Module 7: Facebook/Instagram Ads

- In this module, we'll cover the Facebook and Instagram ad platform and learn how to run, scale and optimize ads on these platforms.

**ENHANCE
TRANSPARENCY &
EFFICIENCY
ENROLL NOW!**

**Magna Skills Course:
Ensuring Transparency,
Accountability, and Impact
in Donor-Funded
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 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.