

Empowering Africans with Digital Skills and Affiliate Marketing 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



Course Summary

In collaboration between [Magna Skills](#) and [ShaFrost](#), we present the "**Empowering Africans with Digital Skills and Affiliate Marketing**" course. This comprehensive program is designed to equip individuals across Africa with the knowledge and tools needed to thrive in the digital landscape.

We believe that by combining web design, hosting, and digital courses, we can create opportunities for both personal growth and financial success.

Course Objectives

1. To provide participants with essential digital skills, including web design, online marketing, and content creation.
2. To introduce the concept of affiliate marketing and demonstrate how it can be a lucrative source of income.
3. To enable participants to harness the power of ShaFrost's services as affiliates, thereby creating a sustainable income stream.
4. To facilitate understanding and implementation of an effective digital marketing strategy.
5. To empower Africans to leverage these skills and opportunities for personal and professional advancement.

Course Outline

Module 1: Digital Foundations

- Understanding the Digital Landscape
- Introduction to Web Design
- Hosting Essentials
- Navigating Online Platforms

Module 2: Digital Marketing

- Online Marketing Strategies
- Social Media Marketing
- Content Creation and Management
- Search Engine Optimization (SEO)

Module 3: Affiliate Marketing

- What is Affiliate Marketing?

- Finding Profitable Affiliate Programs
- Building a Personal Brand
- Effective Affiliate Strategies

Module 4: Maximizing ShaFrost Services

- Overview of ShaFrost Services (Web Design, Hosting, Digital Courses)
- Becoming a ShaFrost Affiliate
- Utilizing ShaFrost Services for Your Affiliate Marketing Efforts

Module 5: Creating a Digital Marketing Plan

- Developing Your Online Presence
- Crafting a Content Strategy
- Measuring Success with Analytics
- Scaling Your Online Business

Module 6: Practical Implementation and Case Studies

- Hands-on Projects
- Real-life Affiliate Success Stories
- Troubleshooting and Optimization
- Q&A and Group Discussions

**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.