HiiT
World Class IT Services since **1996**
...Your Premium Training Partner

Digital Marketing

Course Curriculum

www.hiit.ng

Course Overview:

This course aims to create industry-ready Digital Marketers. It will enable candidates gain a comprehensive understanding of all major Digital Marketing channels used today as well as create, launch, and analyze campaigns across a multitude of platforms, including Facebook ads, Twitter ads, Google Ads, Google Analytics, and more.

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 1	Day 1	1. Email Marketing	At the end of this Module, you will understand: Email Marketing, elements that makes up a great email marketing campaign. How to setup an email marketing account and email marketing campaign	1. Introduction to email marketing 2. Elelmenst of email marketing 3. Creating, management and segemantation of contacts 4. Creating a Mailchimp account 5. Uplaoding and tagging contacts 6. Creating an email template 7. Creating a sign up form template 8. Creating a landing page template 9. Creating an automated email sequence 10. Email Campaign 11. Email Campaign reporting and analytics	3.0
Week 1	Day 2	2. Social Media Marketing (Organic)	At the end of this Module, you will understand: Social Media Marketing, various social channels,Create a Buyers Persona for a brand, understanding how to track, monitor and analyse social media activities.	1. Introduction to Social Media marketing 2. Social Media Strategy 3. Understanding Buyers Persona 4. Understanding Social Media Goals and KPI's 5. Understanding Social Media Channels 6. Organic Vs Paid Social Media marketing 7.Tracking, Analytics and Monitoring	3.0

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 2	Day 3	3. Social Media Marketing (Paid)	At the end of this Module, you will understand: The Facebook Advertising Platform, understand various Advertisinf Objective, Creating a Facebook Advertsing Account and running a facebook ads	1. Introduction to Facebook Advertising Platform 2. Boosted Post Vs FB Ads 3. Understanding Facebook Advertiising 4. Settting Up your Business Manager account 5. Understanding Various Facebook Ads 6. Setting up a Campaign 7. Undesrating Various Ads Objective 8. Setting up a Facebook Ads 9. Tracking and Reporting	3.0
Week 2	Day 4	4. Social Media Marketing (Paid) (Cont'd)	At the end of this Module, you will understand: The Twitter Advertising and Linkedin Advertising Platform	1. Twitter Advertising 2. Linkedin Advertising	3.0
Week 3	Day 5	5. Search Engine Optimization	At the end of this Module, you will understand; What Search Engine Opitization is all about, How to perform an On page and Off Page SEO Activity, how to carry out keyword researh.	1. Introduction to Search Engine Optimization 2. What is SEO? 3. Why SEO? 4. How Google work with SEO 5. Types of SEO 6. On- Page SEO 7. Optimization Elements of a Website 8. Keyword Research 9. Off Page SEO 10. Benefits of Off Page SEO	3.0
Week 3	Day 6	6. Search Engine Optimization (Cont'd)	At the end of this Module, you will understand; What Search Engine Opitization is all about, How to perform an On page and Off Page SEO Activity, how to carry out keyword researh.	1. On Page SEO Practical	3.0

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 4	Day 7	7. Search Engine Marketing (SEM)	At the end of this Module, you will understand; What is Searh Engine Marketing, Understand the Google Ads Platform, Create a Google Campaign	1. Introduction to SEM 2. Understanding Google Ads 3. Setting up Ads Account 4. Keyword Research 5. Types of Keywords 6. Setting Up a Campaign 7. Tracking, Monitoring and Reporting	3.0
Week 4	Day 8	8. Display Advertising	At the end of this Module, you will understand; What Display Advertising and Video Adverising is all about. Setting up a Display and Video Campaign	1. Understading Display Advertising 2. Types of Display Ads 3. Setting up a Display Camapaign 4. Understaing Video Adversting 5. Types of Video Ads 6. Setting Up a Video Camapaign	3.0
				TOTAL	24