INTRO TO SOCIAL MEDIA

COURSE INFO

[5 - 1 0   D A Y S / 3 0 H O U R S]

PRICE: R10 900

[Courseware Inclusive]

Google

BEST BOOTCAMP WINNER

SWITCHUP

2020

COURSE OUTLINE

By the end of the social media course, students will have usable knowledge of the following:

Navigate any social media platforms
Apply a social media content strategy.
Create content/posts that drives user engagement.
Manage a social media community or platform.
Advertise on a social media platform.Measuring and optimizing a social media strategy.
Learn about social media marketing.
Learn about social media marketing strategies and report systems.
ROI and how to benchmark standards.
Implement conversion and lead strategies.
Localizing media for SA and Africa.

COMPLETE SOCIAL MEDIA

COURSE INFO
[3 MONTHS/60HOURS]

PRICE: R22 800
[Courseware Inclusive]

Google

BEST BOOTCAMP
WINNER

SWITCHUP

2020

COURSE OUTLINE

By the end of the social media course, students will have usable knowledge of the following:

Graphic Design: Canva and Adobe Illustrator

Navigate any social media platforms

SEO concepts, and copywriting, including creating your first blog

Apply a social media content strategy.

Create content/posts that drives user engagement.

Manage a social media community or platform.

Advertise on a social media platform.Measuring and optimizing a social media strategy.

Learn about social media marketing.

Learn about social media marketing strategies and report systems.

ROI and how to benchmark standards.

Implement conversion and lead strategies.

Localizing media for SA and Africa.

INTRO TO DIGITAL MARKETING

COURSE INFO
[5-10 DAYS/30HOURS]

PRICE: R10 900

[Courseware Inclusive]

COURSE OUTLINE

Plan your online business

Start with search an make search work for you.

Create data driven content that creates user engagement.

Make it easy for people to find a business on the web.

Create and learn to advertise on a social media platform.

Learn about google analytics. Including google adsense and marketing strategies.

Gain practical skills in web design and analytics.

Learn how to benchmark standards.

Create mobile work to your advantage.

Implement and get noticed with search ads.

Track and measure web traffic.

Implement conversion and lead strategies.

Get internationally accredited and recognized by writing: Fundamentals of Digital Marketing (included in course fee) (IAB-accredited)