

# INTRO TO SOCIAL MEDIA

## COURSE INFO

[5 - 10 DAYS / 10 HOURS]

**PRICE: R8 900**

[Full Payment before commencement]



**Click to Enrol**

# 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.

# SOCIAL MEDIA SPECIALIST

## COURSE INFO

[2 MONTHS/40HOURS]

**PRICE: R28 800**

[R14 400 per 20 hours]



**Click to Enrol**

## 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.

# DIGITAL MARKETING FUNDAMENTALS

## COURSE INFO

[5 - 10 DAYS / 20 HOURS]

**PRICE: R16 900**

[Full Payment before commencement]



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## COURSE OUTLINE

Plan your online business

Start with search and 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)