

Digital Marketing

Digital marketing is more than just 'likes and shares'. It's about making a real impact with the right audience.

In this course you'll learn who that audience is, what to say to them, and how to make it land. We take you from the ground up, teaching you to think like a strategist to connect the dots, create like a storyteller to move people, and measure data so you know what's working and what's next. Because great marketing does more than just get attention. Great marketing gets results.

What will you learn?



Campaign building

Creating and executing marketing campaigns to engage target audiences and drive results.



Optimise SEO and social media presence

Improving digital content to increase visibility, engagement, and effectiveness on search engines and social platforms.



Analyse campaign performance

Reviewing marketing outcomes to measure effectiveness and identify areas for improvement.



Creativity & innovation

The ability to generate new ideas and approaches, and the willingness to implement them in order to achieve better outcomes.



Client centricity

Focusing on understanding and meeting the needs of clients, building strong relationships and delivering tailored solutions.



Data translation

The ability to leverage analysis techniques to interpret and making sense of data, identifying patterns, trends and relationships to inform decision-making.

Course outline

 6 collaborative learning sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Digital marketing foundations and situational analysis

Understand the core components of a digital marketing plan and how to assess the current landscape



WEEK 3

Module 2

Setting objectives for building a digital marketing plan

Explore segmentation, targeting and positioning, digital personas and brand strategy



WEEK 4

Module 3

Social media, search and display advertising

Learn how to use digital channels like social media, search and display to reach your audience



WEEK 5

Module 4

Digital communications

Integrate digital communication tactics into cohesive campaigns that drive engagement



WEEK 6

Module 5

Analytics

Measure campaign impact using marketing analytics and performance metrics



WEEK 7

Module 6

Developing a digital marketing plan

Transform insights into an agile plan that aligns with business objectives and guides practical implementation across digital channels



WEEK 8

Final assessment

Digital Marketing Plan

Who is this course for?

This course is ideal for professionals and leaders responsible for driving marketing initiatives, enhancing customer engagement and supporting business growth through effective digital strategies.

The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

Contact Us



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Certificate of Competence