

Professional Digital Marketing Strategy & Analytics

21 – 25 March 2027
Johannesburg

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Ref: 103600428_62340 **Date:** 21 – 25 March 2027 **Location:** Johannesburg **Fees:** 4500 Euro

Course Overview

The Professional Digital Marketing Strategy & Analytics Certification Course provides a complete roadmap to mastering modern digital marketing. Participants will gain expertise in SEO, social media, paid advertising, content creation, email automation, and analytics, all while learning to align campaigns with business objectives.

Through interactive workshops, real-world case studies, and campaign simulations, participants will build actionable skills to design integrated digital strategies that deliver measurable results. The course also emphasizes data-driven insights, compliance, and ethical engagement, ensuring learners can navigate today's digital landscape with both confidence and responsibility.

Target Audience

- Marketing managers and executives
- Business development professionals
- Content creators and social media specialists
- Digital marketing strategists and analysts
- Entrepreneurs and business owners
- Professionals seeking a recognized certification in digital marketing

Targeted Organizational Departments

- Marketing & Communications
- Sales & Business Development
- Customer Experience & Service
- Product Management
- Strategy & Innovation

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Course Objectives

- By completing this program, participants will be able to:
- Develop comprehensive digital strategies aligned with organizational goals.
- Identify, segment, and target audiences effectively with personas and insights.
- Create compelling content strategies across multimedia formats.
- Apply SEO techniques for improved visibility and organic growth.
- Implement platform-specific social media and influencer campaigns.
- Manage and optimize paid advertising with Google Ads and Meta Ads.
- Build efficient email marketing automation workflows.
- Measure and analyze performance using KPIs and web analytics tools.
- Integrate multiple digital channels into unified strategies.
- Apply ethical and compliant practices in digital engagement.

Learning Methodology

This course adopts a dynamic and interactive methodology that blends theory with practice to ensure maximum learning impact. Participants will benefit from instructor-led training delivered either in-person or virtually, supported by collaborative group discussions that encourage peer-to-peer learning. The program emphasizes practical application through workshops and live demonstrations of key digital tools, allowing learners to gain hands-on experience with real-world scenarios. Case studies and campaign simulations are integrated to bridge the gap between knowledge and practice, while pre- and post-assessments are used to track progress and measure learning outcomes effectively.

Course Toolbox

- Participants will gain hands-on experience with leading digital tools and frameworks, including:
- Google Analytics & Google Ads – campaign tracking, optimization, insights
- Meta Ads Manager – ad targeting, performance analysis
- SEO Platforms – keyword research, on-page and technical SEO
- Content Planning Tools – calendars, storytelling frameworks
- CRM & Email Automation Systems – segmentation, workflows, testing
- Social Media Dashboards – monitoring and performance across platforms
- Compliance Frameworks – GDPR and responsible digital governance

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1-Week Course Agenda

Day 1: Foundations of Digital Marketing

- **Topic 1:** Overview of digital channels and platforms
- **Topic 2:** Aligning marketing strategies with organizational goals
- **Topic 3:** Understanding digital consumer behavior
- **Topic 4:** Multi-channel vs. omni-channel approaches
- **Topic 5:** Emerging trends in digital transformation
- **Topic 6:** Case study: Analysis of a successful campaign
- **Reflection & Review:** Lessons from foundational strategies

Day 2: Audience Insights & Content Strategy

- **Topic 1:** Audience research and persona development
- **Topic 2:** Behavioral targeting and segmentation models
- **Topic 3:** Storytelling and defining a brand voice
- **Topic 4:** Creating multimedia content: blogs, videos, infographics
- **Topic 5:** Building effective content calendars
- **Topic 6:** Case study: Content success from audience insights
- **Reflection & Review:** Strategies for audience-first content

Day 3: SEO, Social Media & Paid Advertising

- **Topic 1:** SEO foundations: on-page and off-page practices
- **Topic 2:** Keyword research and technical optimization essentials
- **Topic 3:** Social media tactics for Facebook, Instagram, LinkedIn, and X
- **Topic 4:** Influencer partnerships and community building
- **Topic 5:** Paid advertising with Google Ads and Meta Ads
- **Topic 6:** Budgeting, targeting, and A/B testing methods
- **Reflection & Review:** Connecting SEO, social, and paid strategies

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Day 4: Email, Analytics & Integrated Strategy

- **Topic 1:** Designing and segmenting email campaigns
- **Topic 2:** Automation tools and workflow design
- **Topic 3:** Web analytics: KPIs, conversion metrics, dashboards
- **Topic 4:** Using Google Analytics for insights
- **Topic 5:** Building an integrated digital marketing plan
- **Topic 6:** Timeline, budgeting, and channel integration
- **Reflection & Review:** Driving strategy through data insights

Day 5: Practical Tools, Governance & Simulation

- **Topic 1:** Hands-on practice with CRM and campaign tools
- **Topic 2:** Peer feedback and campaign simulation exercises
- **Topic 3:** Digital ethics and compliance: GDPR, data privacy
- **Topic 4:** Platform governance and responsible engagement
- **Topic 5:** Group project: Building a complete digital strategy
- **Topic 6:** Presentation and peer review of strategies
- **Reflection & Review:** Consolidating skills and preparing next steps

FAQ

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required. However, a basic understanding of marketing concepts and familiarity with digital platforms will help participants maximize their learning experience.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day’s session lasts around 4–5 hours, with breaks and interactive activities. The full program runs for one week, totaling approximately 20–25 hours of guided instruction.

How important are analytics and data-driven insights in this course?

Analytics is at the heart of this program. Participants will learn to track KPIs, monitor conversions, and use tools like Google Analytics to make data-driven decisions. This ensures that every campaign is not only creative but also measurable and aligned with business objectives.

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How This Course is Different from Other Digital Marketing Strategy Courses

The Professional Digital Marketing Strategy & Analytics Certification Course stands apart by offering a fully integrated approach that unites every critical area of digital marketing into one streamlined program. While many courses focus on isolated skills like SEO or social media, this program blends content strategy, SEO, paid advertising, social media, email automation, and analytics into a cohesive framework for long-term success.

Another unique aspect is its hands-on learning experience. Participants don't just listen to lectures; they engage in live tool demonstrations, peer reviews, and campaign simulations that replicate real-world challenges. The inclusion of compliance and governance ensures learners are prepared for today's privacy-driven environment—a feature often overlooked in traditional digital marketing courses.

By combining strategic insights, technical skills, and ethical practices, this certification course prepares professionals to design and execute digital strategies that drive measurable results, elevate brand visibility, and position their organizations for sustained digital growth.