

ODIGITAL

Odigital Academy

Become a Certified Digital Marketing Expert

Stay ahead of your Competitors

Hands on Practical Digital Marketing Training

WWW.ODIGITAL.NG



HELLO

When it comes to continuous education in digital marketing, we want those we are training to have the best options available to succeed as business owners or to offer the best digital marketing services to organizations.

We will provide learning opportunities that will fit into virtually any stage of your life, career or business. Whether you're looking to switch jobs, broaden your skill set, or start a new venture, all our courses will help you build your knowledge for personal and professional growth.

We offer a variety of certificate programs and individual courses for professional advancement, skill-building, and/or academic credit.

Our trainings are conducted by experienced Industry practitioners.

Join us Today



Odigital Academy is Nigeria's fastest-growing digital learning institute. We are on a mission to DOUBLE the size of 20,000 businesses and train people that will be passionate about digital marketing in the next 5 years.

Our team has over 20 years of experience in digital marketing across different industries in Nigeria. We have mentored over 1500 people both in Nigeria and internationally.

Odigital's training methodology is 80% practical and 20% theoretical, because we focus on results and everyone we work with gets a personalized experience and we value continuous education and development.

Being ahead of the curve in our industry is important to us, so we work to keep ourselves and our students fresh on all the latest best practices in our sector..

WHO WE ARE

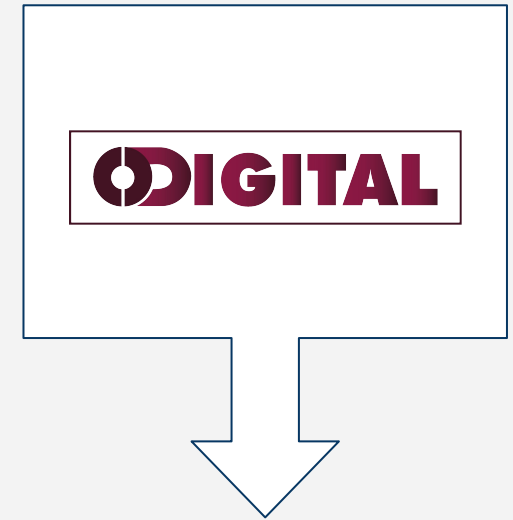


WHY CHOOSE ODIGITAL DIPLOMA PROGRAM?

Because it helps you better understand how to market any product or service online using digital marketing.

We've built a **Marketing Framework** which turns a novice into a digital marketer with our digital marketing diploma program.

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Your Odigital Certificate:

- ↳ Equips you with the skills you need to promote your personal brand or business to the right audience.
- ↳ Tells the world what you know and what you can do - your **Certificate** acts like a magic key to unlock the greatness in You.
- ↳ Our Digital marketing course aligns with other qualification frameworks across the globe.
- ↳ Gives you the capability to unlock awesome results in new and startling ways to promote everything you need to market.

WHO IS ODIGITAL CERTIFICATION FOR?

Our Digital Marketing Training program is designed for those that want to align their skills with world class marketing solutions. We cover every aspect of digital marketing with hands-on practical training.

TARGET AUDIENCE

- Undergraduates
- Fresh Graduates
- Job Seekers
- Self Employed Enthusiasts
- Work From Home Enthusiasts
- Professionals looking to Upgrade or Change Career
- New and Experienced Entrepreneurs

WHAT YOU WILL LEARN

Practical Marketing frameworks, trends, tools, insights, strategies, new channels and more. Essentially, it's about learning and practicing the best, newest and most innovative marketing solutions under experienced mentors. This is a practitioner-led course and you will be learning about compelling, responsive marketing strategies, ultimately powered by innovative minds.

The best learning is by practical experience, so the best things will begin to happen when you complete all our course modules and live projects.

And we guarantee an exciting experience..



FUNDAMENTALS OF DIGITAL MARKETING

Get introduced to Digital Marketing and acquire high-level understanding of its various facets. Learn how multiple digital channels can help you achieve your personal, professional and organizational goals.

Digital marketing fundamentals are becoming important whether you're a freelancer, a small business owner, a non-profit manager, or a member of a large organization. You need to know what's available to you and your organization, how digital marketing is different from traditional marketing, and what skill sets you need to learn and which ones you need to outsource.

It's important to inform yourself on how you can reach new customers, donors, or clients using today's emerging digital tools.

Modules:

- Various Digital Marketing Channels
- Competition Research
Customer Avatar/Persona
- Funnel Development
- Strategy and Planning
- Understanding when and how to sell online

SOCIAL MEDIA MARKETING/ADVERTISING

Social media marketing is a powerful way for businesses of all sizes to reach their target prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out!

While it may seem overwhelming, its importance cannot be overstated. It's so important that 97% of marketers are using social media and 78% of salespeople outsell their peers by using social media to promote their businesses.

Great marketing on social media can bring remarkable growth and success to your business, creating devoted brand advocates and even driving leads and sales.

Modules:

- Facebook marketing
- Instagram marketing
- Page info Optimization
- Social media content calendar
- Keyword Optimization
- Social media scheduling tool
- Audience Research Tools
- How to run ads on social media

CONTENT MARKETING

Content marketing is a digital marketing strategy in which companies create honest, transparent, and educational content on a consistent basis for an ideal buyer profile. Typically, the goal is to use the publication and promotion of content to drive organic website traffic, increase qualified lead generation, and (ultimately) empower the sales team to close more deals faster.

Successful content marketers hit all stages of the marketing journey—from start to finish.

Most brands are seriously overweight in the bottom of the marketing funnel and they miss out on huge opportunities to meet new customers at the point of need.

Modules:

Learn a content creation framework for producing effective content on a consistent basis.

Create and redirect content that both humans and search engines will love.

Become a better and more strategic content marketer.

COURSE MODULE FOUR

GOOGLE ADVERTISING

Every second, there are 2.3 million searches performed on Google, and the majority of search result pages include Google ads. Paid for by businesses, Google ads can be an extremely effective way of driving relevant, qualified traffic to your website, exactly when people are searching for the types of products or services your business offers.

Grow your business with Google Ads. Get in front of customers when they're searching for products/services or businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

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Modules:

- Intro to Google Adwords and how Google SEO and SEM Works
- How to create an advertising account with Google
- Type of campaign Network on Google Ads
- Search Network
- How to run targeted keyword based ad on Search Network
- How to run dynamic search ads for effective result
- How to create Extensions on search in order to get 15% CTR on search engine
- How to conduct Keyword Research

COURSE MODULE FIVE

WORDPRESS DESIGN

Web Design and Wordpress Training is suitable for anyone aspiring to or is already working in this field or simply want to get deeper knowledge of Web Design and Wordpress Training.

This course will teach you how to set up and begin WordPress blogging from scratch using no coding whatsoever. You'll learn web design, designing your blog, how to build an email list, and improve it to increase conversion rates. It will help you drive organic traffic to your blog, and get more out of the traffic you get.

Modules:

- Install Wordpress
- Website Structure
- Building your first Website
- What are Plugins and how to use them
- Website Backup and Security.
- Website Analytics / Google Search Console
- How to Improve search ranking
- Intro to Elementors Dashboard & Functions
- Templates and Customizations

GOOGLE ANALYTICS

This course has been designed to give new and intermediate Google Analytics users – or anyone using the tool day-to-day – the opportunity to gain practical knowledge in what this system offers.

We introduce some of the fundamentals of web analytics, the Google Analytics interface, and the key reports.

Google Analytics is one of the most used tools for analysing website traffic data today. In terms of recruitment, Google analytics is a requirement for many job positions, especially digital marketers. Whether you are looking to manage your own website, or a large organization's website, understanding how to use this tool will deliver immense benefits.

Modules:

- Introduction to Google analytics
- Audience & audience acquisition report
- Social Report and SEO
- Conversion Tracking and Report
- How to Analyze data from your website
- Intro to Google Console
- Using knowledge to make better decisions and improve conversions on your website or landing page.

COURSE MODULE SEVEN

SEARCH ENGINE OPTIMISATION

The course is a complete overview starting from basic understanding of Search Engine Optimization [SEO] with explanation of its importance, advantages and limitations, getting started with SEO, building various elements of SEO, process for web page optimization, creating SEO titles, knowing how to use keywords, SEO audit, SEO plugins and tools and lots of other strategies.

It covers step by step, the entire process & methodology for SEO & even takes you through concepts related to analysis of data measurable through the Google Analytics tool & explains default requirement for learning the concept.

Modules:

- To get you acquainted with know-how about search engine optimization & its usefulness for digital marketing.
- To enhance your knowledge by getting an understanding of web analytics.
- Competitor Analysis (SEM, SEO, RANK, Backlinks etc)
- Alternate Keywords (LSI Keywords)

PRACTICAL CLASS

We have designed our curriculum based on practical methodology. We believe that the practical experience of what is being taught in class helps to drive home the point and aids student's memory. We consulted marketing experts and designed a world class teaching system that inculcates practical internship and mentorship sessions to help students of our diploma course build experience and confidence as they start and build up their digital marketing career.





CERTIFICATION

At the end of this course, your new life begins as a seasoned DIGITAL MARKETER and You are now a new generation marketer, an ODIGITAL CERTIFIED Facebook/Instagram expert, Google Ads wizard, Content and Branding Guru and a world class digital marketer. We support our Alumni to write professional certifications offered by some of the best and biggest online platforms in the world and we believe you need to backup your new found knowledge with world renowned certifications that include the following:



HubSpot

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READY TO GET IN THE GAME?

The Digital Marketing Game is Ready for You. To anticipate, respond, share, evolve and grow in Playing and Winning the marketing game, You need the most sought after skill set required to STAND OUT and WIN.

Let's Get You In The Game & Keep You Winning.

Talk to our Course
Manager TODAY!

Call 09075561636,
07067374961

[Click Here To Email Course Manager](#)

Hurry and book a seat for our next class NOW!!!

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