

DIGITAL MARKETING COURSES SYLLABUS



WeDTC Mission

WeDTC is a digital training center based in Rwanda whose mission is to create globally competitive digital professionals from developing countries. Our online and offline courses prepare beginners, intermediates, and advanced students for the modern job market through web and software development, digital marketing and other digital courses.

At least 60% of our digital training applicants are expected to be awarded partial or full scholarships. Besides evaluating applicants' details and their performance in the WeDTC online English proctored admission test <https://wedtc.rw/englishtest/> as selecting conditions for this merit scholarship, we prefer applicants from vulnerable groups such as girls, women, persons with disabilities, and others.

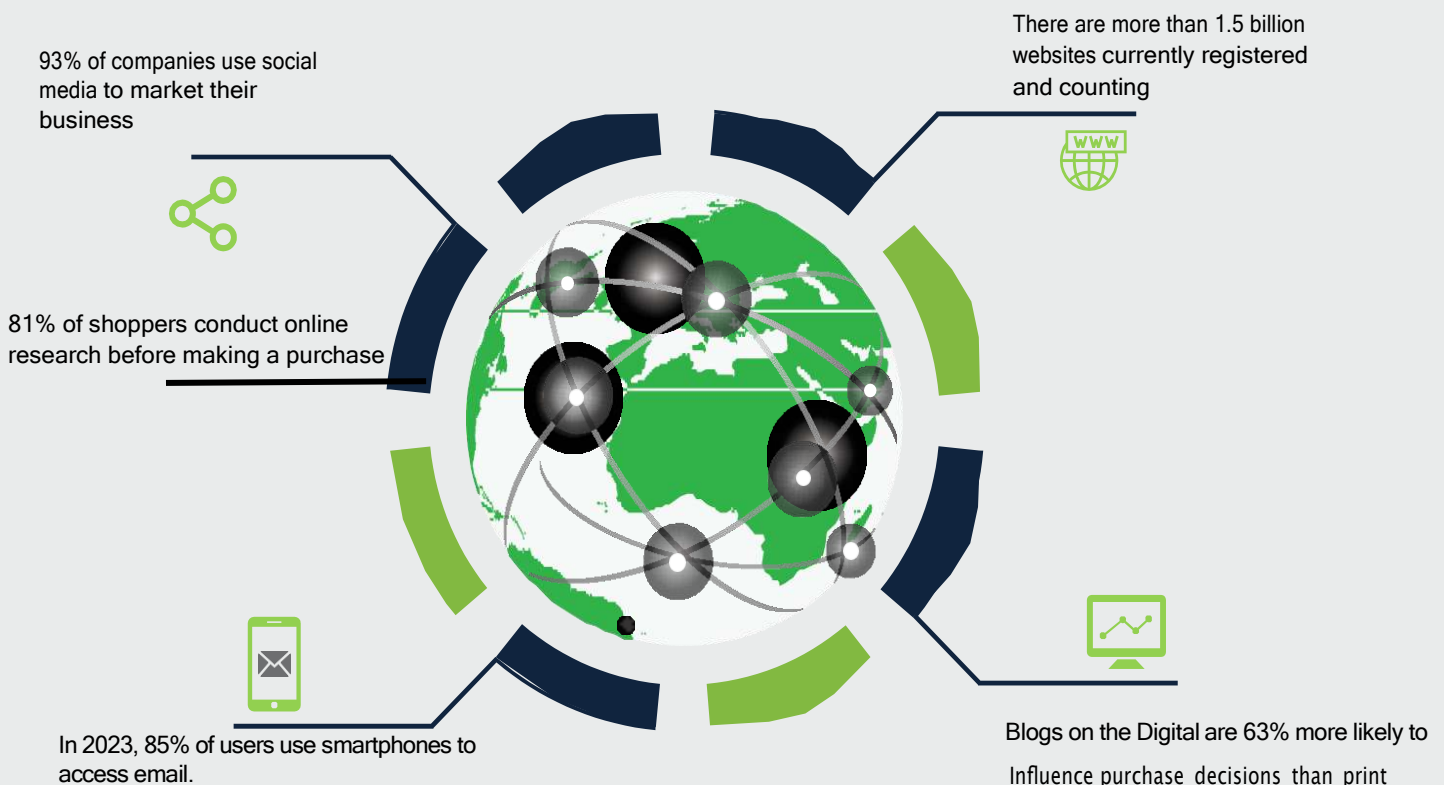
As part of the WeDTC training journey, WeDTC is committed not just to acquiring skills and certifications, but also to developing a strong network of recruiter partners in order to assist graduate trainees in finding a suitable job or paid internship with WeDTC's recruiters beyond its digital agency brand, www.dasia.africa, if they are unable to start their own digital business or join an existing organization.

WeDTC Guarantee

1. Competent applicant benefits from partial or full funded scholarship.
2. WeDTC digital marketing certificate with other certifications.
3. Required skills to run your own Digital business, personal arranged job or internship of digital marketing related.
4. 6 months professional / paid internship in DASIA (WeDTC's Brand) or WeDTC Recruiters partners.
5. Well-paying job in DASIA (WeDTC's brand) or WeDTC recruiters.

THE DIGITAL HAS ARRIVED... ARE YOU?

The Digital needs no introduction today. Its power and potential is recognized by one and all. The Certificate in Digital Marketing from the WeDTC Digital Training Center is designed to provide you with the necessary education, training and mentoring to help you join the Digital revolution not only as a user but also as a career-oriented decision-maker. Take the WeDTC Certificate in Digital Marketing and join a private and public limited company, the government, or a SME as a Digital Marketing Professional.



COURSE OVERVIEW AND INSIGHTS

The Certificate in Digital Marketing from WeDTC is a comprehensive 90-120 hours course which covers all aspects of digital marketing. No prior background in marketing, engineering, science or mathematics is required to become a digital marketing professional. You can become a digital marketing expert even if you are a commerce or humanities student. What is required is good knowledge of the Digital landscape, willingness to work hard and learn, and a serious commitment to your career. WeDTC will help you achieve these objectives through.

WHY CHOOSE US?



Small Size Batch

WeDTC ensure Personal Attention to each Student, so we have kept our Batch Size Very Limited



Trusted Certification

WeDTC qualifies you for a full-time position in Digital marketing the day you complete the course and the project.



Google Certified Trainer

WeDTC faculty members are highly qualified and experienced Digital marketing professionals with Google Certification.



100% Placement Assistance

After Completion of course WeDTC will provide 100% job placement assistance and career guidance with professional paid internship.



Once you complete the Certificate in digital marketing course, you will be able to:



Earn extra income by doing project-based assignments as a freelancer



Gain 360-degree knowledge of Internet marketing from a career point of view



Take your career to the next level by combining the certificate with your present college degree



Begin working full-time, part-time or on weekends as an Internet marketing

JOB PLACEMENT ASSISTANCE AND CAREERS

Did you know that there are more than 10,000 Digital marketing jobs currently lying vacant in Africa? To check this out, we encourage you to search on the major job portals such as www.naukri.com, www.monster.com, www.timesjobs.com and [www.career builder.- co.in](http://www.careerbuilder.co.in) with keywords such as “Digital marketing” “Search engine optimization” “Digital marketing” and “Ad words”. A Certificate from WeDTC qualifies you for a full-time position in Digital marketing the day you complete the course and the project

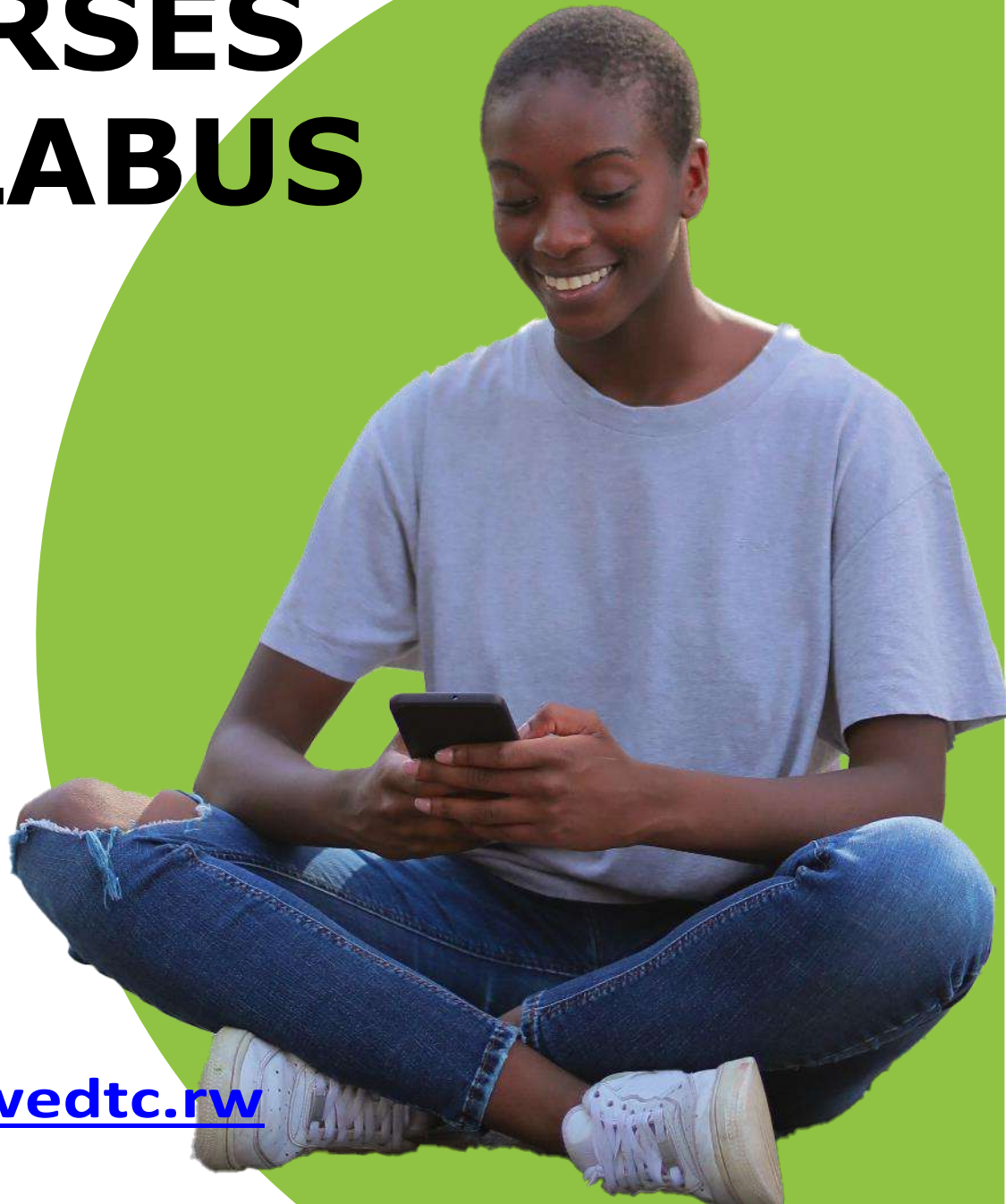
OUR COURSES

WeDTC faculty members are highly qualified and experienced Digital marketing professionals with extensive industry experience. Many of them currently works full- time as Digital marketing managers and consultants. You will not only benefit greatly from their experience and insider knowledge about the Digital industry but will also receive help from them to find suitable jobs in the industry either full-time or part- time.

BECOME DIGITAL MARKETING PROFESSIONALITY BY RECOGNIZED CERTIFICATES



INTERMEDIATE DIGITAL MARKETING COURSES SYLLABUS



1

Introduction to Digital Marketing

- What is marketing and advertising?
- What is Digital marketing?
- History of digital marketing
- How is it different from traditional marketing?
- Top 10 high paying jobs in Digital marketing
- Discussion on Ecommerce- Benefits and challenges
- Top 10 countries that are best in digital marketing in Africa Globally

2

Understanding the Digital Landscape

- What is a Website?
- Types of Websites
- Static vs. Dynamic Websites
- Blog vs. Website

- Market Segmentation
- New Products and Innovations
- Practical Exercise: Design a Mock Website
- Tools: Google Analytics, Google Trends

3

Marketing Fundamentals

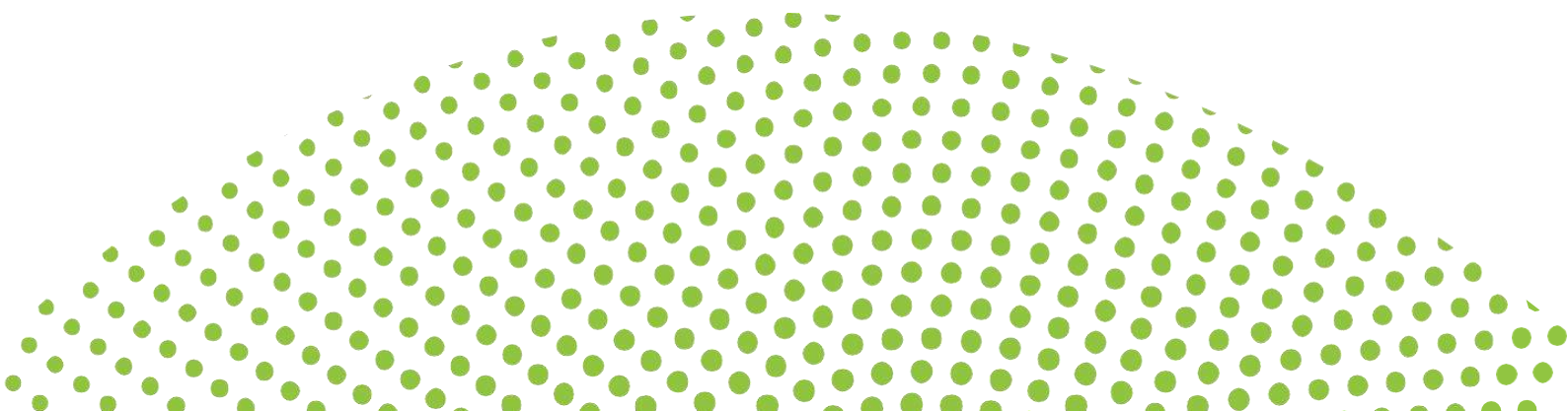
- Introduction to the 4Cs of Marketing
- Introduction to the 7Cs of Marketing
- Channels of Digital Marketing
- Affiliate Marketing
- Display Advertising
- Email Marketing
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Practical Exercise: Create and Optimize a Google Ads Campaign

4

Consumer Behavior

- The Consumer Decision-Making Process
- Factors Influencing Consumer Behavior
- Market Research
- Analyzing Consumer Data
- Leveraging Big Data
- Psychological Theories
- Perception, Motivation, and Emotion
- Cognitive Processes
- Cultural Differences
- Social and Cultural Trends
- Online Shopping Habits
- Factors Affecting Purchase Decisions
- User Experience
- Mobile Shopping Trends
- Location-Based Marketing
- Consumer Engagement

- User-Generated Content
- Social Media Advertising
- Building and Sustaining Brand Loyalty
- Loyalty Programs



5

Digital Marketing: Scope Opportunities and Challenges

- Channels of digital marketing
- Affiliate marketing
- Display advertising
- Email marketing
- Search engine marketing
- Search engine optimization
- Social media marketing
- Apps marketing
- Web analytics

6

Fundamentals of digital Marketing

- First step to online marketing
- Building online presence
- Planning online business strategies
- Google search console
- Getting notice with social media
- Local marketing
- SMS bulk marketing
- Content Marketing
- Web and display ads
- Get started with analytics
- Build your online shop

7

Introduction to Digital Media Law

- Legal Landscape of the Digital World
- The Importance of Digital Media Law
- Copyright
- Intellectual Property
- Fair Use and Fair Dealing
- Data Privacy Laws
- Consent and Data Collection
- User Data Protection
- Digital Advertising Laws and Standards
- Consumer Protection
- Native Advertising and Sponsored Content Guidelines
- Terms and Conditions
- Disclaimers
- User Agreements
- Legal Aspects
- Defamation
- User-Generated Content

- Data Breaches
- Cybersecurity Incidents
- Legal Challenges
- Compliance Strategies
- Legal Consequences
- Global Data Protection
- International Regulations
- Local Laws

8

Introduction to Customer relationship

- Definitions of CRM
- Types of CRM (Strategic, Operational, Analytical)
- Understanding Customer Relationship
- Commercial and Non-profit Context of CRM
- Model of CRM
- Practical Exercise: Implement a CRM System for a Business
- Tools: HubSpot CRM, Salesforce, Zoho CRM

9

Introduction to Affiliates & Freelancing

- Affiliate Marketing Basics
- Benefits of Affiliate Marketing
- Affiliate Networks
- Choosing Affiliate Products
- Affiliate Tracking and Cookies
- Promotion Methods
- Freelancing Introduction
- Types of Freelancing Services
- Freelance Platforms
- Setting Freelance Rates
- Building a Freelance Profile
- Bidding on Freelance Projects
- Client Relationship Management
- Freelancing Income and Taxes
- Affiliates & Freelancers Community

10

Introduction to Social Media Marketing

- Introduction to Social Media Marketing (SMM)
- What is Social Media Marketing?
- SMM Vs. SMO-Goals and differences Social Media Marketing and its feature
- The 16 Rules of Social Media Optimization
- Introduction to Facebook Marketing
- Facebook Campaign Creation
- Facebook for lead generation Instagram Marketing
- YouTube Introduction and how to use it for marketing
- YouTube Algorithm Growing
- YouTube Channel
- LinkedIn Marketing
- Twitter Marketing
- Quora Marketing
- Others social media tools Advantages of SMM Disadvantages of SMM

11

Introduction to Search Engine Optimization

- Introduction to SEO
- What is SEO
- SEO vs. SEM- Goals and differences On page optimization techniques
- Off page Optimization techniques
- Identifying keywords
- Link building
- Analytics
- SEO Tools
- Reports

12

Introduction to Search Engine Marketing

- Introduction to Search Engine Marketing
- How Search Engine Marketing works
- SEM Vs. SEO- Goals and differences
- What is Google AdWords?
- Search Campaign
- Sale Campaign
- Banner and Search Ads
- Choosing the best keywords
- Defining search marketing strategy
- Advantage and disadvantage of Search Engine Marketing Reports

13

Introduction to Email Marketing

- Introduction to Email marketing
- Email marketing software
- Email lists by quantity
- Email lists by quality
- Crafting an email
- Creating newsletter for Emails
- Increasing open rate of Emails
- Sending Bulk Emails
- Using auto responder
- Analyzing and tracking email marketing strategy
- Email Marketing Tools

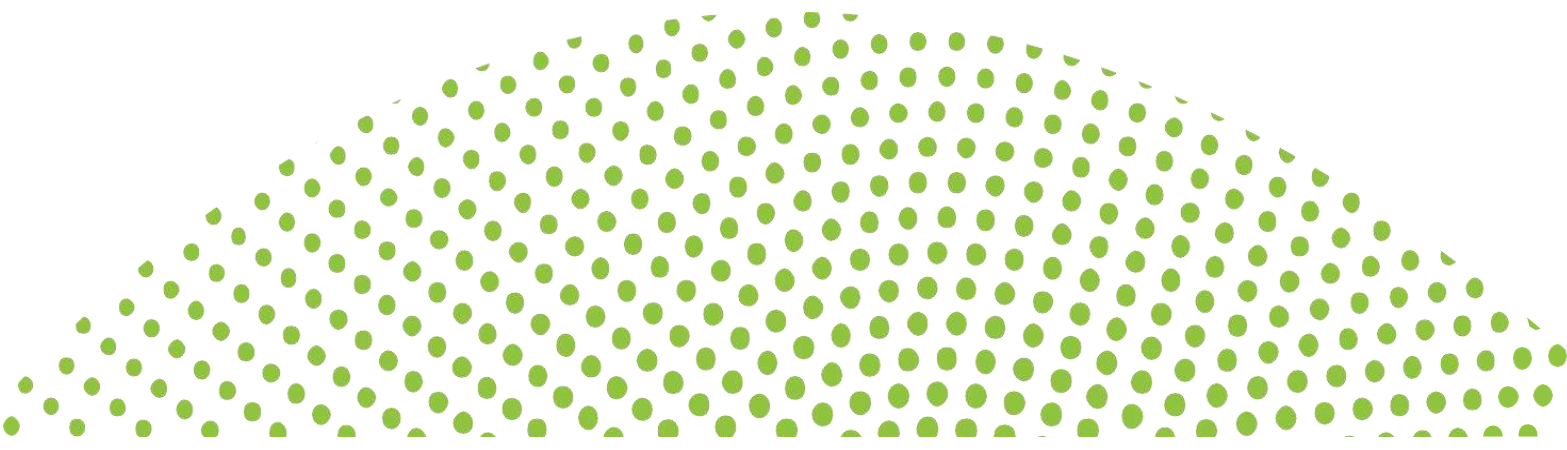
- Understanding Content Marketing
- Content Ideas
- Content Creation for social media
- Creating Content for Website
- Educate First, Sell Second
- Planning
- Creation Design
- Publication and promotion
- Local, mobile, and internet content development
- Stages of local content development
- Content tools
- Strategies for content development
- Communication and collaboration Content distribution

- The Importance of Design in Digital Marketing
- Role of Visual Content in Marketing
- Understanding Graphic Design
- Key Elements of Graphic Design
- Color Theory and Psychology
- Typography and Font Selection
- Designing Engaging Social Media Posts
- Visual Content for Different Social Platforms
- Image Sizing and Aspect Ratios
- Graphics for Blog Posts and Articles
- Website Banners and Headers
- Call-to-Action (CTA) Designs
- The Power of Infographics in Storytelling
- Designing Infographics: Layout and Flow
- Data Presentation and Visualization

- Visual Content in Email Marketing
- Visuals in Video Marketing
- Designing Advertisements and Banners
- Visual Branding in Social Media
- Visual Metrics and Analytics
- A/B Testing Visual Elements
- Conversion Rate Optimization (CRO)
- Iterative Design Improvement

- What is monetization?
- How to monetize a blog, website, social media channel?
- Monetization formula
- Types of blog
- The right way to monetize your blog
- How to earn money from blogging?
- How to transform your blog visitor into loyal fans?
- Blog monetization tools
- Facebook monetization
- Instagram monetization
- YouTube Monetization

- Introduction to AI in Digital Marketing
- AI-Powered Customer Segmentation
- AI-Enhanced Content Creation
- Predictive Analytics and Forecasting
- Chatbots and AI-Powered Customer Support
- AI-Driven Marketing Automation
- A/B Testing and Optimization
- AI in SEO and SEM
- AI and Social Media Marketing



- What is ASO
- Optimizing keywords
- Meta data
- Tags
- Optimizing Icons
- Optimizing Screenshots
- Optimizing Google's play store
- Optimizing apple's iTunes App indexing
- Importance of app store optimization
- Importance or rating and reviews

How to sell/ listing at E-commerce**Website: Alibaba, amazon, booking.com, etc****Alibaba:**

- Introduction to Alibaba as an E-commerce Platform
- Setting Up Your Alibaba Seller Account
- Understanding Alibaba's Seller Policies and Guidelines
- Listing Products on Alibaba
- Creating High-Impact Product Listings on Alibaba
- Alibaba Pricing Strategies and Competitor Analysis
- Managing Inventory and Availability on Alibaba
- Order Processing and Fulfillment on Alibaba
- Secure Payment Processing on Alibaba
- Providing Excellent Customer Service on Alibaba
- Promoting Your Products on Alibaba
- Managing Reviews and Reputation on Alibaba
- International Selling and Cross-Border Trade on Alibaba
- Legal and Compliance Considerations on Alibaba
- Handling Returns and Refunds on Alibaba
- Analyzing Performance Metrics on Alibaba
- Scaling Your Alibaba Business
- Staying Updated on Emerging Trends in Alibaba

Amazon:

- Introduction to Amazon as an E-commerce Platform
- Setting Up Your Amazon Seller Account
- Understanding Amazon's Seller Policies and Guidelines
- Listing Products on Amazon
- Creating Effective Amazon Product Listings
- Amazon Pricing Strategies and Competitor Analysis
- Managing Inventory and Availability on Amazon
- Order Processing and Fulfillment on Amazon
- Secure Payment Processing on Amazon
- Providing Exceptional Customer Service on Amazon
- Promoting Your Products on Amazon
- Managing Reviews and Reputation on Amazon
- International Selling and Cross-Border Trade on Amazon
- Legal and Compliance Considerations on Amazon
- Handling Returns and Refunds on Amazon
- Analyzing Performance Metrics on Amazon
- Scaling Your Amazon Business
- Staying Updated on Emerging Trends in Amazon

Booking.com:

- Introduction to Booking.com as an E-commerce Platform for Accommodations
- Setting Up Your Accommodation Listing on Booking.com
- Understanding Booking.com's Property Listing Guidelines
- Optimizing Property Information on Booking.com
- High-Quality Property Images for Booking.com
- Pricing Strategies and Competitor Analysis on Booking.com
- Managing Availability and Reservations on Booking.com
- Guest Communication and Reservation Management on Booking.com
- Payment Processing and Security on Booking.com
- Providing Exceptional Guest Service on Booking.com
- Promoting Your Property on Booking.com
- Managing Guest Reviews and Reputation on Booking.com
- International Exposure and Cross-Border Guests on Booking.com
- Legal and Compliance Considerations for Accommodation Listings on Booking.com
- Handling Cancellations and Refunds on Booking.com
- Analyzing Performance Metrics for Your Property on Booking.com
- Scaling Your Accommodation Business on Booking.com
- Staying Updated on Emerging Trends in Online Accommodation Bookings

Etsy:

- Introduction to Etsy as an E-commerce Platform for Handmade and Unique Goods
 - Setting Up Your Etsy Seller Account
 - Understanding Etsy's Seller Policies and Guidelines
 - Listing Handcrafted and Vintage Products on Etsy
 - Crafting Compelling Product Listings on Etsy
 - Etsy Pricing Strategies and Competitor Analysis
 - Managing Inventory and Listings on Etsy
 - Order Processing and Shipping on Etsy
 - Secure Payment Processing on Etsy
 - Providing Excellent Customer Service on Etsy
 - Promoting Your Shop and Products on Etsy
 - Managing Customer Reviews and Shop Reputation on Etsy
 - International Sales and Shipping on Etsy
 - Legal and Compliance Considerations for Handmade Goods on Etsy
 - Handling Returns and Refunds on Etsy
 - Tracking Performance and Shop Analytics on Etsy
 - Scaling Your Etsy Shop and Business
 - Staying Updated on Emerging Trends in Etsy Selling
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Basic skills

- o Flexibility
- o Team working
- o Initiative
- o Motivation
- o Oral communication
- o Stress resilience

Digital and technical skills

- o Social media
- o Mobile
- o Ecommerce

Analytical

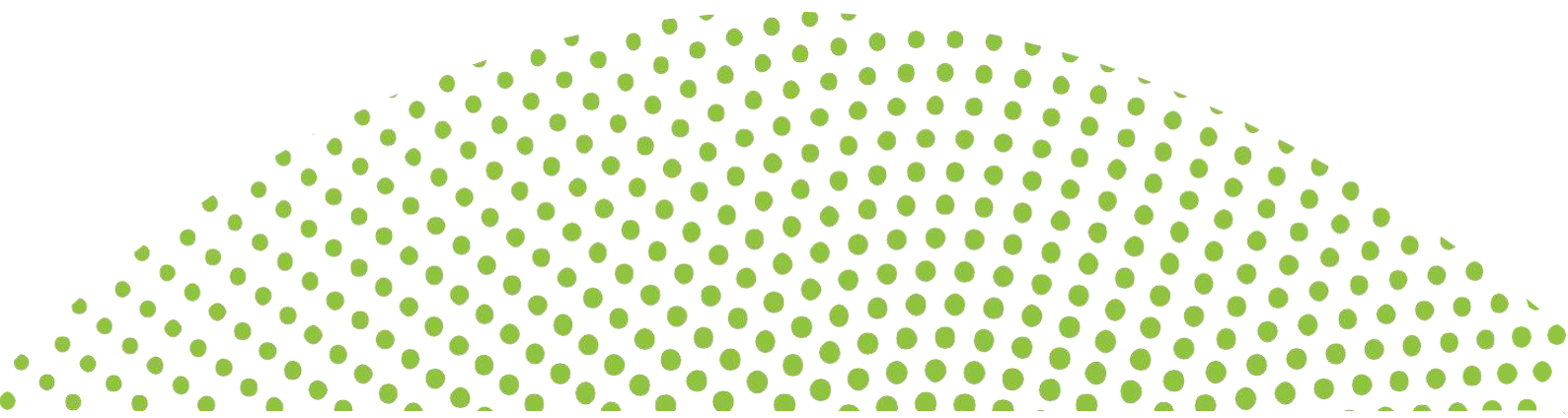
- o Internet
- o SEO
- o SEM

Core marketing skills

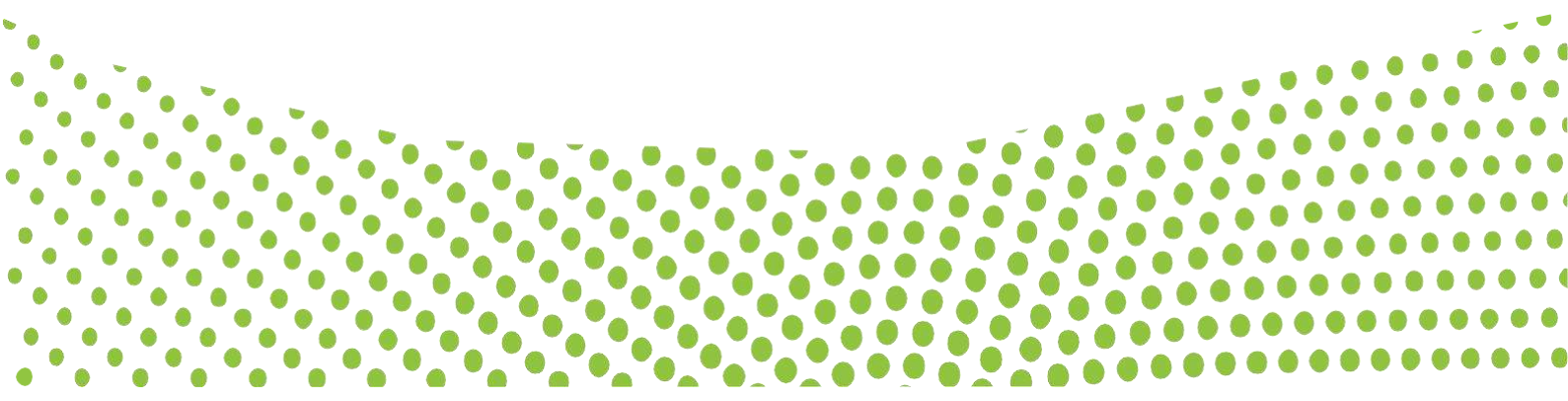
- o Planning
- o Organization
- o Content creation
- o Creative thinking
- o Precision

Sales

- o Multiple task management
- o Problem solving
- o Critical thinking
- o Synthesize information into meaningful report
- o Customer insights skills
- o Knowledge of the company
- o Company customer knowledge
- o Research methods knowledge CRM and relational skills



ADVANCED DIGITAL MARKETING COURSE SYLLABUS



1

Introduction to Digital Marketing

- What exactly is Digital Marketing?
- Digital Marketing Vs Traditional marketing
- What is b2b & b2c Marketing?
- How to Start Digital marketing?
- What is Traffic?
- What is Keywords?
- One by One Process of Digital marketing
- How to get Traffic?
- How to Engage Traffic on Website?
- Types of Lead& Conversion
- How to Retain your Web Customer?
- Analysis your Traffic Sources & ROI Benefit of Digital marketing

2

General Overview of Internet web Concept and Hosting

- What Is Internet?
- Who owns the Internet? How Internet Works
- What is Intranet?
- Difference Between Internet & Intranet
- What Is IP?
- What Is the Use of IP?
- What is Computer Mac address? What is Firewall?
- What Is LAN & WAN?
- What is WWW?
- What is Domain?
- Difference Between HTTP & HTTPS
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Different Types of Hosting
- Types of server
- Introducing Cloud & CDN Concept

- Difference Between Shared, VPS& Dedicated Server
- Different types of programming Languages
- Different Types of Website
 - Based On Purpose
 - Based On Functionality

3

WordPress website Creation

- Choosing the Right Domain Name
- Domain Registration
- Domain Extensions (TLDs)
- Domain Privacy and Protection
- Web Hosting Overview
- Selecting the Right Web Hosting
- Domain and Hosting Integration
- Setting up Nameservers
- Installing WordPress
- Choosing a WordPress Theme
- Customizing Your WordPress Theme
- Creating Essential Pages
- Installing and Activating Plugins
- SEO Basics
- Content Creation
- Website Security
- Regular Backups
- Website Launch and Promotion
- Monitoring and Analytics
- Troubleshooting and Support

4

Search Engine Optimization

Plugins you need for your WordPress blog/Website

- What is SEO?

On-Page /Site SEO

- What Is Meta Description
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Robots. Text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Tools for SEO
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tools)

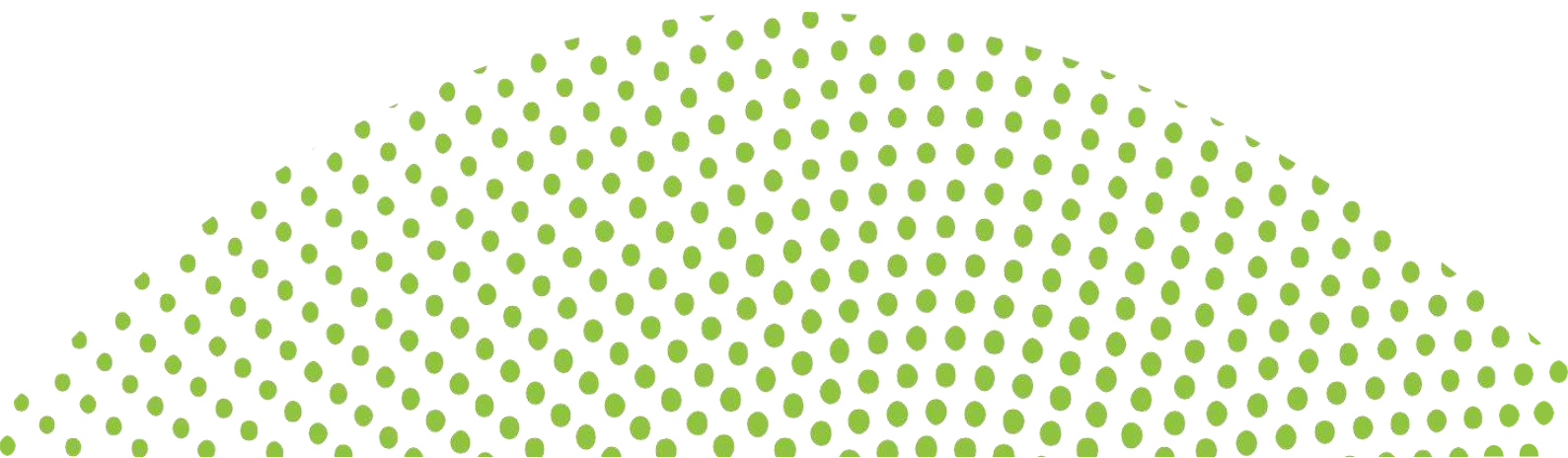
Off-page/Site SEO

- What is off-page/Site SEO? What are Backlinks?
- Why Backlinks Are Important? How to Get Backlinks?
- Difference Between Do-Follow and
- No-Follow Backlinks
- What is Google Page Rank

Advanced SEO Knowledge

- How to Increase Page Rank?
 - Search Engine Submissions
 - Directory Submissions
 - Article Writing and submissions
 - Press Release writing and submissions
 - Blog Posting and comment writing
 - Classifieds posting
 - Forum Posting
 - Business Listing
 - Social Bookmarking
 - Social Networking
- 

- What is Page Rank?
 - What is PA & DA
 - How to optimize your site for Google Hummingbird Algorithm?
 - What is Google Panda Algorithm?
 - What is Google Penguin?
 - What is Google EMD Update?
 - How to save your site from Google Panda, Penguin and EMD Update?
 - How to recover your site from Panda, Penguin and EMD?
- Black Hat SEO (Use at your Own Risk)



5

Google AdWords (Search)

- Introduction to PPC & Ad words
- Setting up Google Ad Words Account
Payment Option- Which is better?
- Create First Campaign
- Understanding Ad group, Ads, Keyword
Concept Learn Biding Strategy
- Geo Targeting
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR?
- Conversion Tracking CPC/CPM
- How to optimize your coast?
- How to Maintain QS & High CTR?

6

Display Advertising

- What is Display Advertising?
- Understanding Display Setting Concept Frequency Capping
- Types of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Targeting Placement
- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting (Display Campaign Optimizer) Tips & Tricks

7

Shopping Ads

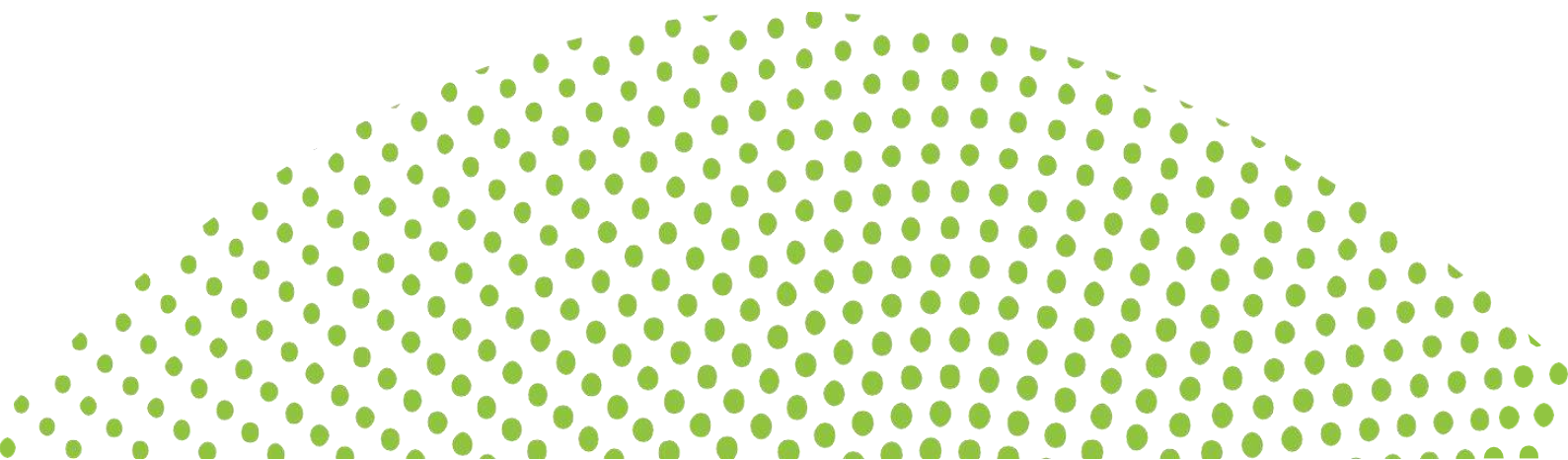
- Shopping Ads Introduction
- Google Merchant Center Account Setup and Verification
- Product Data and Required Fields
- Adding Products to Feeds using Google Sheets
- Automatic Item Updates
- Linking Merchant Center to AdWords Account
- Optimizing Product Data
- Shopping Campaign Structure
- Product Feed Management Tools
- Bidding and Budget Strategies
- Competitive Analysis
- Promotions and Special Offers
- Google Shopping Insights
- Advanced Reporting and Analytics
- Merchant Center Diagnostics and Issue Resolution
- Cross-Border and International Expansion
- Dynamic Remarketing for Shopping
- Local Inventory Ads
- Shopping Ads for Mobile
- Seasonal and Holiday Campaigns

8

Video Ads

- What Is Video Ads?
- Video Ads Format
- In-stream or video discovery ads Bumper ads: 6-second video ads
- Different Bidding Method
- Linking your YouTube accounts to AdWords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads
- Video Ad Metrics and Analytics
- Ad Placement and Auctions
- Remarketing and Custom Audiences
- Ad Scheduling
- Companion Banner Ads
- Ad Extensions for Video Ads
- Cross-Device Advertising
- Video Ad Length and Viewer Engagement
- Video Ad Creative Best Practices

- YouTube Live and Premiere Ads
- YouTube Advertising Policies
- Case Studies and Success Stories
- YouTube Ad Formats Beyond Video
- Ad Targeting on YouTube
- YouTube Video Ad Budgeting and Cost Control



9

Universal App Ads

- Understanding Universal App Ads
- Uploading Your First App to Play Store/IOS
- Creating Your First Mobile App
- Ad Campaign Optimization
- Bid Strategy (Cost per Install)
- Finding the Best Placement for Ads
- Tips and Tricks for Increasing Installations
- App Store Optimization (ASO)
- User Acquisition Strategies
- App Retention and Engagement
- User Reviews and Feedback
- App Monetization
- App Analytics and Performance Tracking
- App Updates and Maintenance
- App Security and Privacy

- Introduction to Google AdWords
- Benefits of Google AdWords
- Google AdWords vs. Bing Ads
- Alternative PPC Advertising Platforms
- Microsoft Advertising
- Yahoo Advertising
- Exploring Bidvertiser
- Exploring Infolinks
- Exploring BuySellAds
- YouTube Advertising vs. Google AdWords Video Ads
- Budget Considerations
- Targeting and Audience Options
- Analytics in PPC Alternatives
- Right Advertising Mix for Your Business

11

Tracking Performance and Measurement with Google Analytics

- What is Google Analytics?
- How Google Analytics works?
- Accounts, profiles and users' navigation
- Google Analytics Basic metrics
- The main sections of Google Analytics reports
- Traffic Sources
- Direct, referring, and search traffic
- Campaigns Visitors Analysis Unique Visitors
- Advanced Segmentation
- Custom Dimensions and Metrics
- Annotations
- User Flow Analysis
- Site Search Tracking
- Custom Alerts
- Data Sampling
- Google Analytics Solutions for Enterprise
- Attribution Modeling
- Google Analytics API
- Google Analytics Mobile App
- Benchmarking and Industry Reports
- Data Import and Data Sources
- Google Analytics 4 (GA4)
- Google Analytics Data Studio Integration
- Google Analytics and SEO

12

Advanced Social Media Marketing

- What is Social Media Marketing?
- How to market Company's Product on Social Media?
- Why Social Media is Important?
- 7 Wonders of Social Media
- Create your Profile One by one

• Facebook Marketing

- History of Facebook
- How to market on Facebook
- Create your Company Page, Group
- How to manage your One Week Post in Advance?
- How to increase your Facebook Likes (White hat)?
- How to get likes in bulk (Do it at your Own Risk)
- How to Engage your Fan on Page?
- Make your Post Viral
- Do some extra activity (Updated part)?
- Facebook PPC (Advertisement)
- Example of some Successful Facebook Page


• Instagram Marketing

- Instagram Marketing Basics
- Organic Growth on Instagram
- Advanced Instagram Strategies
- Instagram Advertising (PPC)
- Success Stories and Analytics
- Instagram for E-commerce
- Influencer Collaboration
- Instagram Stories and IGTV
- Ethics and Best Practices
- Legal and Compliance
- Measuring and Reporting ROI

• TikTok Marketing

- Introduction to TikTok
- Creating and Optimizing TikTok Content
- Growing TikTok Followers
- TikTok Advertising Strategies

• LinkedIn Marketing

- Introduction about LinkedIn
 - Create your Personal & Company Profile
 - Understanding B2B and B2C Concept
 - How to use Linked Group for Marketing
 - How to Increase your Connection?
- 

• Twitter Marketing

- Introduction to Twitter
- Create your Profile
- Why is it Microblogging?
- How to increase Followers (White & Black hat)?
- How to Market your Product?
- Understanding # (Hashtag) concept
- Advertising On Twitter
- Tools for Twitter Marketing
- Example of Successful Twitter
- Company Page

• Quora Marketing

- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply on Quora Question?

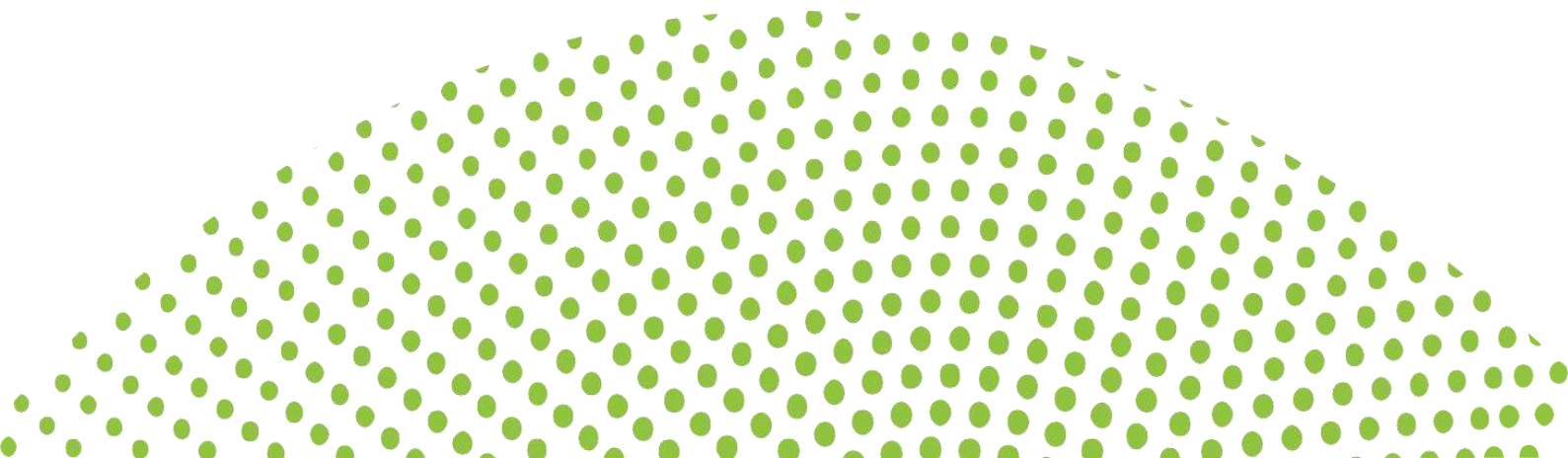


• Pinterest Marketing

- What exactly is Pinterest?
- How it's different from other Social Media?
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How it can help you to Promote your content?
- Pinterest Analytics

• YouTube Marketing

- Introduction to YouTube
- Creating Multiple Chanel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards?
- Search optimization of videos
- Tools to optimize Videos
- Instream & bumper ad in YouTube Video Monetization
- Tricks to make Money from YouTube Distribution of Videos for ranking YouTube Analytics



13

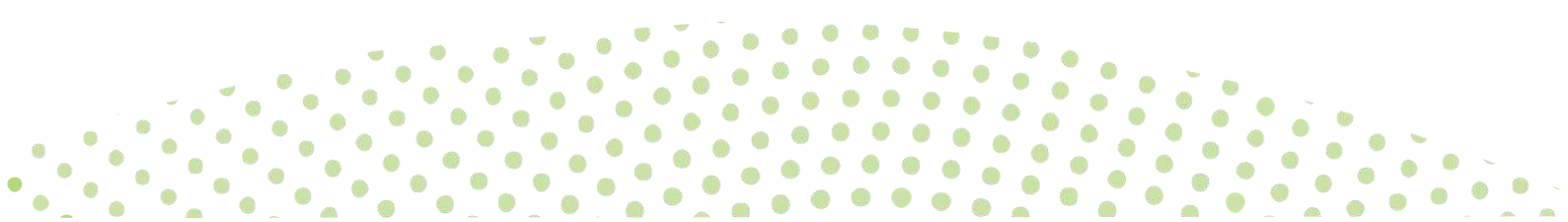
Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- What is Subscriber database?
- Email Marketing Software
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?
- Rules of sending Bulk mail
- Setting auto responder email
- Best practice to send bulk mail
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First Email Campaign
- How to track Open/bounce/ unsubscribed Email

- **Lead Generation**

- Definition of an online sales Lead
- Cold, warm and Hot leads
- What is landing page?
- Difference between Landing page & Website
- How to create landing page?
- How to use Thank you page
- Design Growth Funnel
- Analysis of Growth using analytics tools
- Story Telling technique

- **Growth Hacking**

- What is Growth Hacking
 - How to calculate LTV?
 - Tools to create landing page
 - What is A/B testing?
 - Lead Funnel
 - Converting Leads into sales through internet Marketing
- 

- Introduction to Artificial Intelligence in Digital Marketing
- AI Applications for Search Engine Optimization (SEO)
- AI Applications for Content Marketing
- AI Applications for Social Media Marketing
- AI Applications for Analytics
- AI Applications for Live Chat
- Benefits of Using AI in Digital Marketing
- Top 25 AI Marketing Tools to Grow Your Business in 2023
- 10 Best AI Tools for Web Developers
- Top 45 Artificial Intelligence (AI) Interview Questions and Answers in 2023
- Open Source AI Platforms and Tools for Digital Marketing
- Automated Social Posts with AI
- Personalized Email Marketing with AI
- AI-Powered Chatbots for Customer Service
- AI-Enhanced Video Marketing

16

E-commerce Marketing

- What is ecommerce?
- Current ecommerce scenario in Rwanda
- Driving traffic to ecommerce portal & portal
- How to perform SEO for ecommerce website?
- Create advance strategy for Ecommerce
- Overview of Payment Gateways
- Securing Online Transactions
- Integrating Multiple Payment Methods
- Choosing the Right E-commerce Platform
- Mobile Commerce (M-commerce)
- Emerging Technologies in E-commerce
- Enhancing User Interface (UI) for E-commerce
- Navigation and Product Discovery
- Improving Checkout Processes
- Managing Inventory for E-commerce
- Efficient Order Fulfillment Strategies

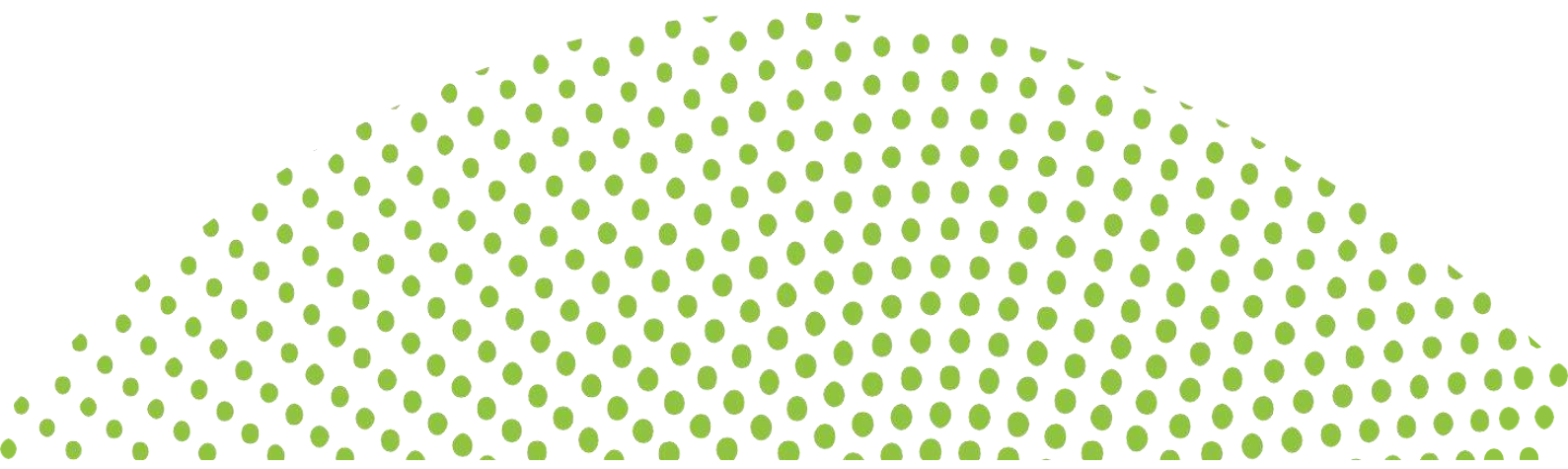
- Inventory Tracking and Reporting
- Building Customer Loyalty
- Handling Customer Inquiries and Complaints
- Implementing CRM Systems
- Measuring E-commerce Performance
- Analytics Tools and Metrics
- Data-Driven Decision Making

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Mobile Marketing

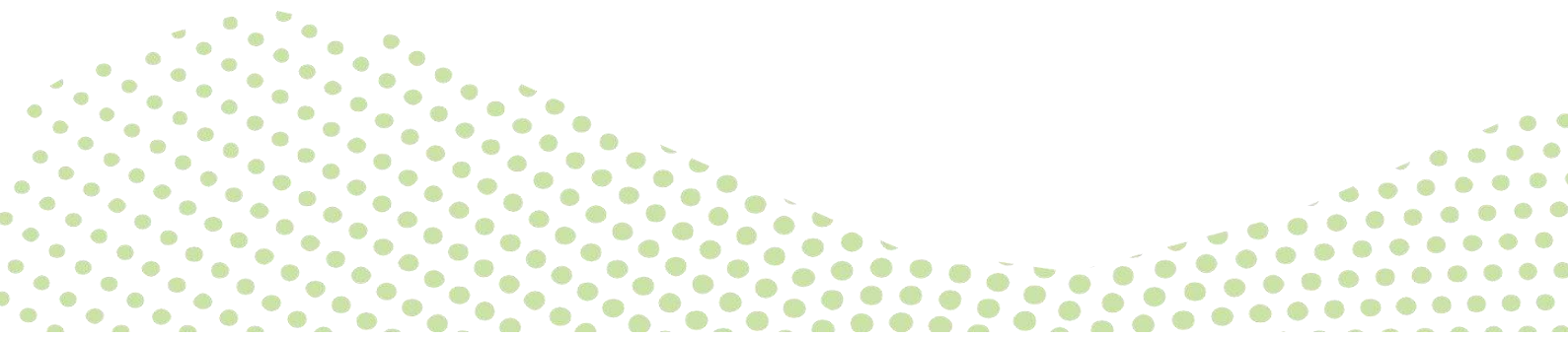
- What is Mobile Marketing
- Current Marketing Landscape
- Mobile Websites and Their Importance
- Tools for Creating Mobile App Ads
- SEO for Mobile App Search
- Tools for Building Mobile Websites
- Leveraging SMS for Marketing
- Complying with TRAI Rules and Regulations
- Exploring Various Mobile Advertising Formats
- Ad Placement Strategies for Mobile Devices
- App Store Optimization (ASO) for Mobile Apps

- Increasing Mobile App Downloads
- Analyzing Mobile Marketing Performance
- Utilizing Mobile Analytics Tools
- Geofencing and Geotargeting Strategies
- Personalizing Marketing Messages
- Mobile Payment Trends and Opportunities
- Strategies for Marketing through Mobile Wallets
- Mobile Marketing Automation Tools
- Enhancing Efficiency in Mobile Campaigns
- Ethical Considerations in Mobile Marketing
- Emerging Trends and Future of Mobile Marketing



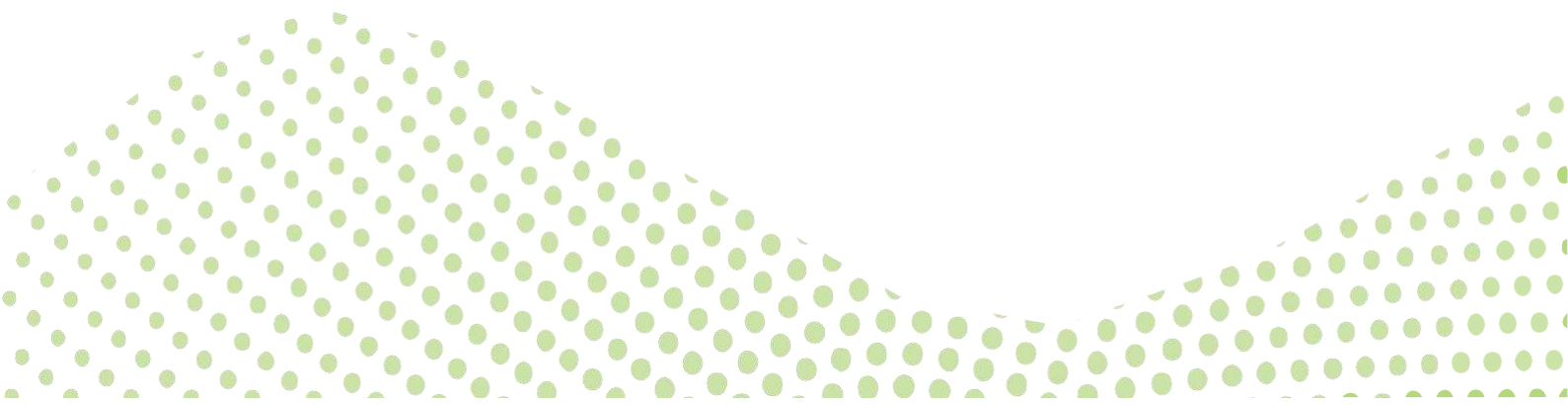
- Defining Content Marketing
- Objectives and Goals of Content Marketing
- Why Content is Essential for SEO
- Writing SEO-Friendly Content
- Strategies for Effective SEO Content
- Becoming a Content Writer
- Tools for Content Writing
- Techniques for Crafting Quality Content
- Repurposing and Recycling Content
- Benefits of Content Repurposing
- Best Practices for Repurposing Content
- Strategies for Promoting Content Online
- Leveraging Social Media for Content Promotion
- Email Marketing and Content Promotion
- Developing a Content Marketing Strategy
- Target Audience Identification
- Creating Buyer Personas
- Exploring Different Content Types (e.g., Blog Posts, Videos, Infographics)
- Choosing the Right Content Format for Your Audience
- Creating an Editorial Calendar
- Content Planning and Scheduling
- Maintaining Consistency in Content Publishing
- On-Page SEO Techniques for Content Optimization
- Structuring Content for Readability and Engagement

- Key Content Metrics to Track
- Analyzing Content Performance
- Iterative Improvement of Content
- Leveraging Content Syndication
- Guest Posting and Contributed Content
- Common Challenges in Content Marketing
- Staying Updated with Content Marketing Trends
- Preparing for the Future of Content Marketing Sharing on External Platforms



- What is online Reputation?
- Media Planning (Self-Served)
- Media Planning (Non Self-Served)
- Why online Reputation is Important?
- Influence on Brand
- Strategies for Managing Online Reputation
- Monitoring Tools and Techniques
- Handling Negative Online Reviews
- Effective Response Strategies
- Proactive Steps for Reputation Control
- Building a Positive Online Presence
- Preparing for Reputation Crises
- Crisis Response Strategies
- Utilizing Brand Monitoring Tools
- Real-time Reputation Tracking
- Managing Reputation on Social Media Platforms
- Handling Negative Comments and Posts
- Personal Online Reputation Management
- Protecting Your Online Image
- Understanding Review Platforms (e.g., Yelp, TripAdvisor)

- Soliciting and Managing Reviews
- Real-World Reputation Management Cases
- Successful Reputation Management Campaigns
- Ethical Practices
- Ethical Challenges and Dilemmas



- How to Begin an Online Business
- Registering a Company in Rwanda
- Essential Tools for Entrepreneurs
- Understanding Taxation in Rwanda
- Complying with Tax Regulations for Businesses
- Fundamentals of Business Funding
- Attracting Investment from Investors
- The Role of Execution in Business Success
- Turning Ideas into Profitable Ventures

• Affiliate Marketing

- Introduction to Affiliate Marketing
- Earning from Affiliate Marketing
- Affiliate Marketing Networks and Programs
- Affiliate Marketing Strategies and Secrets
- Practical Examples and Approval

• Freelancing

- What is Freelancing?
- Popular Freelancing Websites
- Freelancer Selection and Project Handling
- International Payment Options for Freelancers

• Become an Online Seller

- Product Selection and Pricing
- Choosing the Right Marketplace
- Registering and Listing Products
- Logistics and Shipping
- Overview of AdSense Program
- Getting Approved for AdSense
- Strategies for Monetizing Your Blog
- Building Multiple AdSense Websites

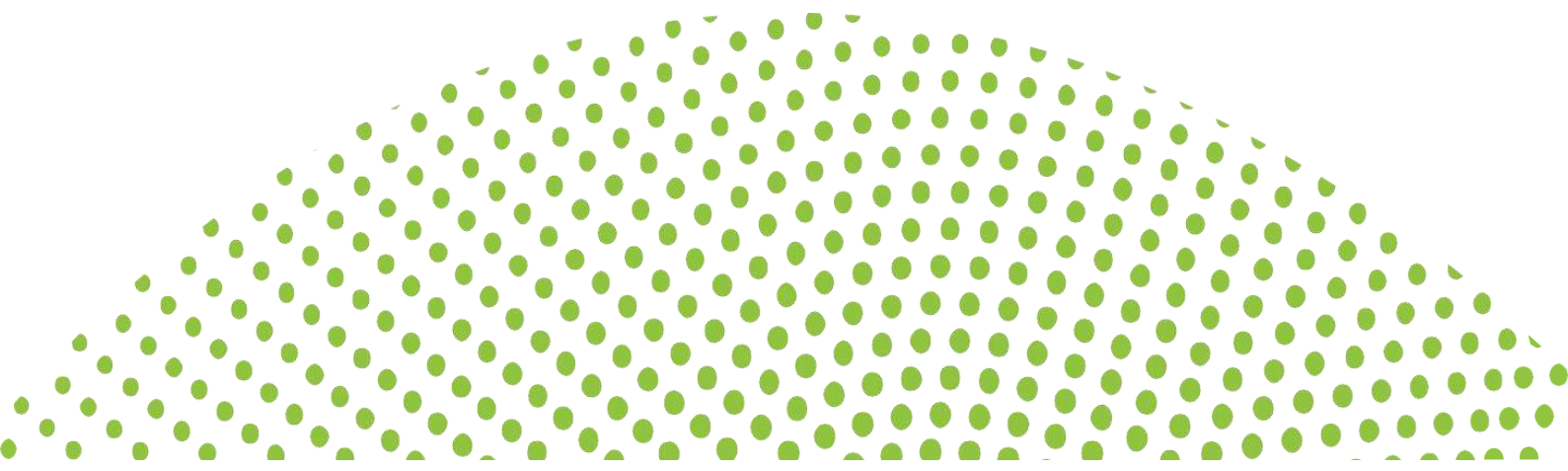
• Blogging

- Overview of AdSense Program
- Getting Approved for AdSense
- Strategies for Monetizing Your Blog
- Building Multiple AdSense Websites



- Making the Perfect Resume
- Presentation Skills for Resume Building
- Preparing for a Client Briefing
- Preparing for Interviews
- Effective Interview Strategies
- Mock Test Preparation for Interviews
- Answering Important Questions
- Understanding the Role of Agencies in Employment
- Types of Employment Agencies
- Navigating Agency Services
- The Benefits of Visiting Employment Agencies
- How to Make the Most of an Agency Visit
- Interacting with Agency Representatives
- Practical Mock Interviews
- Gaining Confidence in Interview Settings
- Receiving Feedback for Improvement
- Crafting an Effective Cover Letter
- Customizing Cover Letters for Specific Job
- Effective Communication in Interviews
- Building Confidence in Communication
- Handling Difficult Interview Questions
- Salary Negotiation Strategies
- Evaluating Job Offers
- Acceptance and Counteroffers

- Thank You Notes and Follow-Up Emails
- Post-Interview Etiquette
- Handling Multiple Offers
- Building Strong Relationships with Employment Agencies
- Effective Communication with Agency Recruiters
- Maximizing Agency Assistance
- Tailoring Resumes and Interviews for Specific Industries
- Navigating Specialized Job Markets
- Dealing with Rejections Gracefully
- Strategies for Career Advancement
- Continuous Learning and Skill Development



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