



Digital Marketing Tactics

There are four modules to this course:

Non-profit Marketing, Distribution and Selling

Dynamic Ads, Programmatic Ads, Retargeting & Google Ads

Copywriting for Digital

Content Creation and Performance

Practical

6 Weeks

2 Assessments

4 Quizzes

You will learn:

Non-profit Marketing, Distribution and Selling

- Marketing for non-profit organisations
- Supply Chain Management and Marketing Channels
- The rise of Non-store Retailing
- Social Media Selling

Dynamic Ads, Programmatic Ads, Retargeting & Google Ads

- The Power of Dynamic Ads
- Introduction to Programmatic Advertising
- How Retargeting Works
- Google Ads

Copywriting for Digital

- Copywriting Basics and Formulas
- Copywriting for Email, Landing Pages and Call-To-Actions (CTA's)
- Copywriting for Social Media
- SEO Copywriting and Blogging

Content Creation and Performance

- Content Planning
- Basic Design with Canva
- Creating Social Content
- Maths for Digital

Introduction to Google Analytics4

About this short course

Digital technology has changed the landscape of marketing completely. In this course we review a number of areas and functions that have had to adapt in their approach and how they operate as a result. For example, non-profit marketers can no longer rely on traditional fundraising efforts. The internet has made it easier for non-profit organisations to generate donations- and rewards-based funding, and peer-to-peer lending using online crowdfunding tools and platforms.

Also impacted is the function of Supply Chain Management where multiple organisations now work together to perform tasks as a single, unified system, with the customer as the focus point. Because consumers demand convenience, non-store retailing such as automatic vending, direct retailing, direct marketing, and electronic retailing is currently growing faster than in-store retailing. One could argue though that the promotion element of marketing has been impacted the most. For one, the traditional process of personal selling has shifted. Social media has provided channels for personal selling to be automated and measurable.

On the topic of automation, we also look at Google Ads which is a paid advertising platform that falls under the pay-per-click marketing channel and is an effective way to drive customers to your website. Another hot topic, which this course introduces you to is that of programmatic advertising which uses Artificial Intelligence and machine learning to automatically buy and optimise digital campaigns, rather than buying directly from publishers. Programmatic advertising exists in a wide range of digital channels, including display, mobile, video and social. In this course, we will also take you through some of the basics of copywriting for email, landing pages, social media and blogging.

For email, you will learn the principles of writing three essential emails that every business should have - the welcome email, the abandon check-out email and the thank-you email. For landing pages, you will learn ways you can make your landing page trustworthy for users so that your reader is comfortable in taking a specific action. For social media we share several considerations such as character and word limits and ad formats for Twitter, Facebook, Instagram and LinkedIn.

You are also exposed to practical tips on blogging, which is good for SEO since it helps with a number of things that are important for ranking in search engines. None of the above can be implemented effectively without a good content strategy. You will learn how to create a content management strategy and how to implement it using a content calendar and various other promotion and distribution tactics. Included are some basic design tips and popular online tools (such as Canva), that you can use to create social media posts and other marketing collateral. Creating social content extends beyond posting on your feed. There are multiple ad formats available across each channel. You'll gain a good understanding of each of the social media channels should you wish to brief an agency or oversee the design of content for any of these formats.

Finally, to top up your knowledge and skills we have added an Introduction to Google Analytics 4 where you will gain the skills and knowledge to understand, analyse, and maximise the potential of your website using Google Analytics

This course is very practical in nature, so roll up your sleeves and get started on learning some real skills that are used every day in the digital marketing industry.

R5,500 including VAT