

ADVANCED DIGITAL
MARKETING TRAINING CLASS
BROCHURE

Higital

CONSULTING



4A AKINWALE STREET OPPOSITE
NATIONWIDE FILLING STATION OFF YAYA
ABATAN STREET OGBA LAGOS.



@achieversvirtualclub



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Program Duration : 12 Days

Time of Classes : 10 AM to 4 PM with an hour break from 1 PM to 2 PM.

Certificate Issued : Advanced Diploma in Digital Marketing.

Program Fees : 120,000 Naira (one-time payment or 80% commencement fee and 20% before completion)

Resources to be provided : over 50 Detailed and Practical Videos and PDF Instructional Manuals.

Support : 3 months Post Training Technical Support and Mentorship

MODULE 1: DIGITAL MARKETING, FACEBOOK AND INSTAGRAM ADS.

1. Fundamentals of Digital Marketing - Customer Avatar, Competition Research, Sales Funnels, Hook, Customer Life Cycle, Copywriting.
2. Facebook Page Creation.
3. Facebook 2-Way Authentication.
4. Facebook Marketplace
5. Introduction to Facebook Ads - Types of Facebook Ads and Applications. Facebook Ad Policies.
6. Setting up Facebook Business Manager, Ad Accounts, Payment Methods and Account Funding.
7. Product sourcing using My Ad Finder and Facebook Ads Library
8. Setting up Facebook Pixels
9. Principles of running Highly Profitable Facebook Ads - Creatives, Ad Copy, Audience Insights, Interests Targeting
10. Facebook Traffic Ads, Facebook Lead Ads and Facebook Engagement Ads.
11. Setting up and running Highly Converting Facebook Conversion Ads.
12. Advanced Facebook Ads - Custom Audiences, Lookalike Audiences, Retargeting Ads and Dynamic Ad Creation.
13. Running Instagram Ads.
14. Facebook Troubleshooting Techniques - resolving FB Ad Issues.

MODULE 2 : WEBSITE DEVELOPMENT

1. Introduction to Website Development - Domain Name Registration and Website Hosting.
2. Setting up Barter Account for Website Domain and Hosting Set Up.
3. Developing Websites, Wordpress Installation, Elementor Plugins Installation, Landing Page Creation, Setting up Whatsapp Buttons, Importing and Exporting Templates, Web Email and setting up Web Forms.
4. How to use Professionally designed Templates to develop your Websites.
5. Setting up of the complete Website, Homepage and Sub Domains.
6. Google Search Engine Optimisation for Websites

MODULE 3 : GOOGLE AND YOUTUBE ADS

1. Google Ad Account Set Up.
2. Search Ads, Display Ads and Video Ads.
3. Youtube Channel Creation and uploading of Videos.
4. Youtube Ads.
5. Keyword Research Techniques and Tools.
6. Google MyBusiness

MODULE 4 : INFORMATION MARKETING

1. The Multibillion Dollars Information Industry.
2. The Principles of monetizing your Knowledge.
3. Generating content for your Information Products - Google, YouTube, Facebook and PLR Products.
4. How to Identify Hotselling Information Products.
5. Graphic Design using CANVA.
6. How to create Video Courses and Ebooks
7. How to organise highly successful Whatsapp Trainings
8. How to organise Highly Successful Webinars via Zoom - The Technicalities and Strategy behind Sold Out Webinars for your Information Products, Services and Physical Products.
9. Instagram Live Techniques for selling Information Products.
10. Copywriting Principles
11. The Business of Information Products - Pricing, Customer Relationship Management, Funnels, Automation, Upsells and Cross Sells.
12. 20 Hotselling Information Products Niches.
13. Email Marketing

MODULE 5 : ECOMMERCE

1. Multinational Importation - China, Turkey, Vietnam, India, Dubai, Italy, USA, UK and Malaysia.
2. The Local Arbitrage Business - Contacts of Local Suppliers of Hotselling Products.
3. The Retail Ecommerce Business Model - The Products, The Facebook Ads, Ecommerce Landing Page, The Customer Relationship Management Model and The Logistics and Supply Chain.
4. 20 Hotselling and High Profit Margin Products in the Nigerian Market based on research by our Internal E-Commerce Team.
5. Product Research Techniques : Navigating and downloading images and videos from AliExpress using Alimedia.
6. Whatsapp + SMS + Whatsapp Marketing.
7. How to set up and run a 7 Figures Monthly Ecommerce Store.

MODULE 6 : DIGITAL MARKETING SERVICES AND CAREER DEVELOPMENT

1. How to start a Career in Digital Marketing and get High Paying Local and International Digital Marketing Job Offers - Job Application Platforms.
2. How to start and grow a Digital Marketing Agency or Freelancing Business.
3. Prospecting for Nigerian Clients.
4. Prospecting for International Clients.
5. Proposal writing, Contracts and Pricing.
6. Customer Relationship Management.
7. How to get Remote Jobs with US Companies.
8. Get listed in our recruitment directory of digital marketing professionals and get found by employers and clients looking for a trusted digital marketing professional.
9. Advance Career Support - Job alert, CV re-writing and interview prepping
10. A Step-By-Step Guide To Getting A Job Through LinkedIn and Indeed.

** Work anywhere in the world with our International Certificate*

MODULE 7: REAL ESTATE MARKETING

1. Digital Marketing Funnels for Real Estate Marketing
2. Fundamentals of Real Estate Marketing.
3. How to close Real Estate Sales.

