
	<p>Digital Marketing Training for the Centres of Excellence Network for Africa</p> <p>Abidjan, Côte d'Ivoire, 6 – 7 November 2017</p>	
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TRAINING OUTLINE

Title	DIGITAL MARKETING WORKSHOP FOR ITU AFRICA NETWORK
Method of delivery	FACE-TO-FACE
Objectives	<p>Main Objective To equip the participants with the knowledge and skills to use digital tools for marketing of their CoE training programmes, specifically to:</p> <ul style="list-style-type: none"> a) understand the building blocks that constitute digital marketing, and use the tools, techniques and knowledge to develop cohesive market strategies, and prepare and execute effective digital marketing campaigns, b) c) understand how analytic techniques and research processes are being refined and re-engineered, in the multi-media environment of marketing and advertising, d) understand how to build cyber assets — websites, blogs, Facebook pages, LinkedIn profiles, YouTube brand channels and effectively use them for digital marketing, and e) assess and evaluate the performance of digital marketing campaigns through behavioural and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.
Duration	16 hours
Frequency of Training	One
Number of participants	30

LEARNING OUTCOMES

Upon completion of this training, participants will be able to:

- Understand how to develop a digital marketing strategy for the CoEs
- Understand how to build cyber assets — websites, blogs, Facebook pages, LinkedIn profiles, YouTube brand channels and effectively use them for digital marketing

- Understand the building blocks that constitute digital marketing, and use the tools, techniques and knowledge to develop cohesive market strategies, and prepare and execute effective digital marketing campaigns.
- Assess and evaluate the performance of digital marketing campaigns through behavioural and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.
- Understand how analytic techniques and research processes are being refined and re-engineered, in the multi-media environment of marketing and advertising.

TARGET POPULATION

Staff of CoEs under the Africa Network

TRAINING SCHEDULE AND CONTENTS

MODULE TITLE	TOPICS
<p>Module 1: General Overview of marketing training</p>	<ul style="list-style-type: none"> • Understanding the ICT training environment and the role of CoEs as training providers • Challenges and opportunities of marketing CoE training services. • Market analysis : Competition for ITU CoEs • Leveraging digital tools to develop winning marketing strategy for CoEs • Traditional marketing vs. digital marketing • Marketing tangible and intangible products
<p>Module 2: Application of digital marketing and services marketing in a training environment</p>	<p>Social Media marketing: How can CoEs use social media for marketing of their training services? Understanding consumer preferences and branding. Managing brand public relations. Understanding social media concepts - social listening, social cloisters, permission marketing, inbound and outbound marketing, buzz marketing, co-creation and crowd sourcing,</p> <ul style="list-style-type: none"> ▪ Content Marketing ▪ Search Marketing : SEO/SEM, Pay per click, Advertising & Analytics ▪ E-commerce & Email Marketing ▪ Mobile Marketing ▪ Digital & Online Display Marketing ▪ ITU CoE market segmentation and targeting
<p>Module 3: Using digital techniques to develop</p>	<ul style="list-style-type: none"> ▪ Digital Strategy & Planning ▪ Multi-media strategy to attract, convert and retain customers in digital era;

a digital marketing strategy for training	<ul style="list-style-type: none"> ▪ Understanding the opportunities and threats, tools and techniques of digital marketing; ▪ Marketing funnel vs. customer decision journey ▪ Digital marketing strategy for ITU CoEs ▪ Developing a regional and global online database ▪ Outreach and digital information release. How frequently? To whom? Message packaging
Module 4: PRACTICAL ACTIVITIES	<p>Practical sessions: Search Marketing: SEO, Pay per click Analytics (web, google etc) Email marketing Mobile marketing App development Video production (You tube) Web design</p>
METHODOLOGY	
Instructor-led presentations, group exercises, case studies	
EVALUATION	
Group exercises, quizzes, tests	
CERTIFICATION	
<p>The participants of this training will be assessed to be eligible for a certificate of achievement. The participants should have an overall score of 70 marks to be eligible for a certificate.</p>	