

	<p>Digital Marketing Training for the Centres of Excellence Network for Africa</p> <p>Abidjan, Côte d'Ivoire, 6 – 7 November 2017</p>	
<b>TRAINING OUTLINE</b>		
Title	DIGITAL MARKETING WORKSHOP FOR ITU AFRICA NETWORK	
Method of delivery	FACE-TO-FACE	

Objectives

## Annex 1

- f* 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.
- f* Assess and evaluate the performance of digital marketing campaigns through behavioural and

a digital marketing strategy for training	<ul style="list-style-type: none"><li><i>f</i> Understanding the opportunities and threats, tools and techniques of digital marketing;</li><li><i>f</i> Marketing funnel vs. customer decision journey</li><li><i>f</i> Digital marketing strategy for ITU CoEs</li><li><i>f</i> Developing a regional and global online database</li><li><i>f</i> Outreach and digital information release. How frequently? To whom? Message packaging</li></ul>
Module 4: PRACTICAL ACTIVITIES	Practical sessions: Search Marketing: SEO, Pay per click Analytics (web, google etc) Email marketing Mobile marketing App development Video production (You tube) Web design