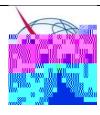


## Digital Marketing Trainingfor the Centresof Excellence Network for Africa

Abidjan, Côted'Ivoire, 6-7 November 2017



## **TRAININGOUTLINE**

Title	DIGITAL MARKETING WORKSHOP FOR ITU AFRICA NETWORK	
Method of delivery	FACE-TO-FACE	

Main Objectiv598J.T594 31368l6 re f28 558.48 313.98 .956 5TT8 1 956599 10.98 222.7

Objectives

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

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

- 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	f Understanding the opportunities and threats, tools and
strategy for training	techniques of digital marketing;
	f Marketing funnel vs. customer decision journey
	f Digital marketing strategy for ITU CoEs
	f Developing a regional and global online database
	f Outreach and digital information release. How frequently? To
	whom? Message packaging
	Practical sessions: Search Marketing: SEO, Pay per click
	Analytics (web, google etc)
Module 4: PRACTICAL ACTIVITIES	Email marketing
	Mobile marketing
ACTIVITIES	App development
	Video production (You tube)
	Web design