



### **Workshop on Digital Marketing Hands-on Master-class**

February 9 – 13, 2026, 1<sup>st</sup> Run: Lagos & Abuja  
August 10 – 14, 2026, 2<sup>nd</sup> Run: Lagos & Port Harcourt

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** Lagos: N350, 000,

**Abuja / Port Harcourt:** N400, 000 per Participant

**Delivery Mode:** In-person / Live Virtual / Hybrid

**Online course fee:** N300, 000 per Participant

**Available for In-plant Training**

**700 U\$D for foreign  
Participants**

### **Program overview:**

Digital marketing is the art and science of marketing of products or services via digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media. It requires a new approach to marketing and a new understanding of customer behavior. An integrated digital strategy will give an organization a foundation for all the key online marketing activities.

### **For whom:**

This program is designed for anyone who wants to understand the essential elements of running effective digital marketing campaigns based on a well-planned and integrated digital marketing strategy such as business owners, marketing managers, digital managers, social media professionals, communications professionals, government, and people seeking to advance their career, start-ups and any one relying on the internet to grow their business.

### **Learning objectives:**

At the end of the course, participants will be able to:

- \* choose the right digital marketing approach and add it to your marketing mix;
- \* increase website traffic and measure the outcomes of a campaign;
- \* choose the most important tracking metrics to focus on;
- \* develop pay per click campaigns;
- \* figure out how to make website traffic much more targeted;
- \* create website content and marketing campaign texts; and
- \* use mobile marketing to make the best possible use of a massive trend.

### **Course Outline**

#### **Day 1: Fundamentals of digital marketing**

- Traditional vs digital marketing
- Creating a digital marketing framework: how to execute and measure results
- Digital tools and channels – SEM, SEO and measuring tools such as Google Analytics
- Strategies on choosing the right channel and tools based on your goals
- Digital display and programmatic advertising
- Digital Display and Banner Advertising explained
- Targeting: contextual targeting and user interest explained – deciding who sees which banners
- Formats – sizes and formats of banners to give most effective results
- Digital marketing campaign creation
- Digital campaign process: using keyword research tools in planning
- Hands-on approach: how to create a campaign

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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- Remarketing: using banners to follow users who have shown interest

## Day 2: keyword research and strategy

- Digital display workshop, Banners: sizes and formats, Website placement
- How to create a compelling Call to Action, how to measure ROI, Keyword research?
- Competitor research and Google trends to identify relevant keywords
- Market research vs. market reality, Keyword research concepts
- Keyword tools and applications, Keyword research tools
- Keyword research for business, Location and language targeting
- Keyword practical; how to set a keyword research plan

## Day 3: Search engine optimization

- SEO basics, Introduction to search marketing, SEO – setup
- SEO – content, SEO tools, Prominent SEO techniques
- On-page optimization, Off-page optimization, SEO tricks
- SEO results and analysis
- How Google Analytics can be used to track the results of SEO
- Hands on exercise from research to implementation of SEO tricks
- Key dos and don'ts for effective SEO

## Day 4: Pay Per Click (PPC) and mobile marketing.

- Pay per click advertising, Concepts, Tools, Setup, PPC advertising – search
- PPC advertising – display networks, PPC advertising – video
- Ad creation and campaign management, Best Ads creation
- Campaign management, Campaign results, pay per click
- Create a PPC campaign, Mobile marketing, Convergence
- Mobile trends, Mobile optimized websites, SMS marketing
- Mobile advertising, SoMoLo, Websites vs. apps, Mobile strategy and planning

## Day 5: Digital Marketing strategy and analytics

- Website analytics, Setup and goals, Audience monitoring
- Traffic sources, Content, Advertising, Conversions
- Analytics workshop, set up and configure Google Analytics, & Interpreting the data
- Digital marketing strategy and planning
- Approach and budgeting, Audience, Activities, Tools and objectives, Action plans
- Evaluation strategies, Digital marketing case studies
- Case studies of successful campaigns, and how they stand out
- How user generated content drives brands, best storytelling campaigns seen
- Combining different channels for mass effect

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

### WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250 Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814  
24/7 Lines: 234-8068933608, 234-8029170491, 234-8145745664, & 234-9112830607**

## Training Methodology

Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods.

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