

# INTRODUCTION TO DIGITAL MARKETING

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# BIO

- Lekan Afolabi is a seasoned and well experienced Digital Marketing Expert with around 8 years of practical working experience. He has created marketing solutions for and across various industries across e-commerce, education, information tech, sports and entertainment, non-profits and more.

# COURSE OVERVIEW

- Digital Marketing; In the world where everything and everyone is on the internet, it is becoming very difficult for businesses to find their voice, distinguish themselves from competitors and market strategically to their target customers. This is where Digital Marketing comes in.

# MODULES

- SOCIAL MEDIA MANAGEMENT
- SOCIAL MEDIA ADVERTISING
- ANALYTICS AND REPORTING
- SEARCH ENGINE OPTIMISATION (SEO)
- EMAIL MARKETING
- CONTENT MARKETING

## RESOURCES

Slides – Videos – External links

Knowledge check – Quiz – Case studies

## LEARNING TIPS

Relax – Watch the videos in a quiet place – Have stable internet

Stay away from distractions – Be highly curious

Take notes – Take each task seriously – Practise

# OPPORTUNITIES

- Become a certified Digital Marketer
- Get internship opportunities
- Attract international gigs
- Industrious career



**THANK YOU  
SEE YOU!**