

Leap into Digital Marketing

(Course Outline)

Duration:

24–30 Hours Weekend batches (Sat & Sun)

Instructor:

Ivan Andrew Kisitu | Digital Media Manager & Senior Designer



Instructor Profile

Ivan Andrew Kisitu | Digital Media Manager & Senior Designer

With over 13 years of senior design experience and 10+ years of digital marketing at Focal Point Management Consultancy.

I specialize in bridging the gap between impactful design and effective digital campaigns that drive real results.

What I Bring to Your Learning:

- Real-world campaigns from marketing and events
- Hands-on design and content creation expertise
- Practical strategies you can implement immediately
- Industry insights from managing digital media teams

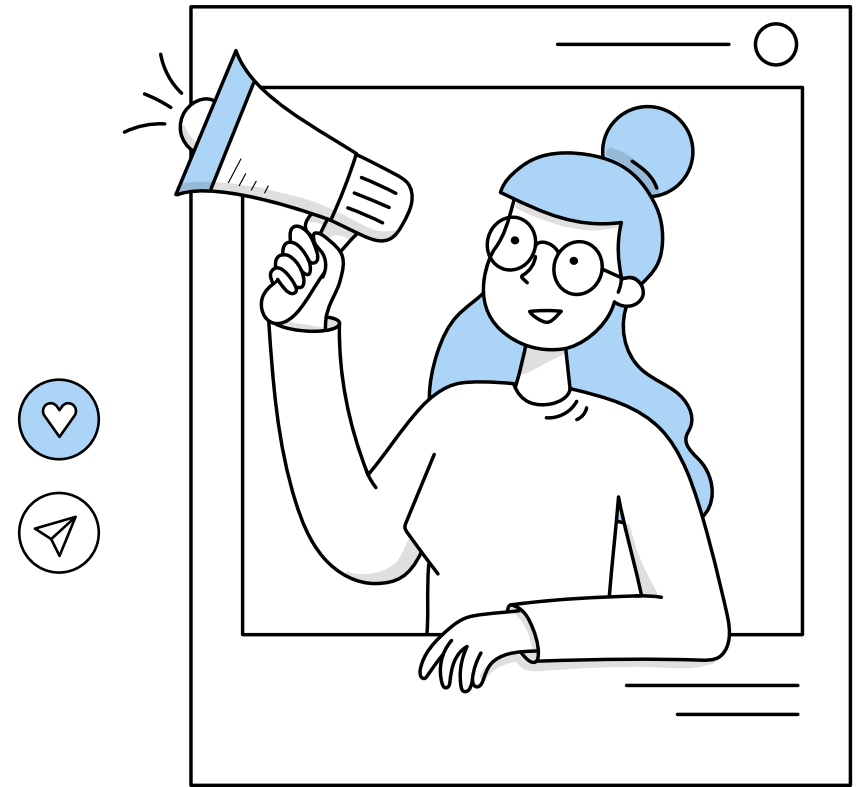


Module 1: Introduction to Digital Marketing

1. What is Digital Marketing?
2. Traditional vs Digital Marketing
3. Digital Marketing Channels
4. Key Terminologies
5. Why Digital Marketing Matters Today

Module 2: Content & Branding

6. What is Content Marketing?
7. Types of Digital Content
8. Brand Voice & Consistency
9. Introduction to Canva, Adobe Illustrator
10. Basic Copywriting Techniques

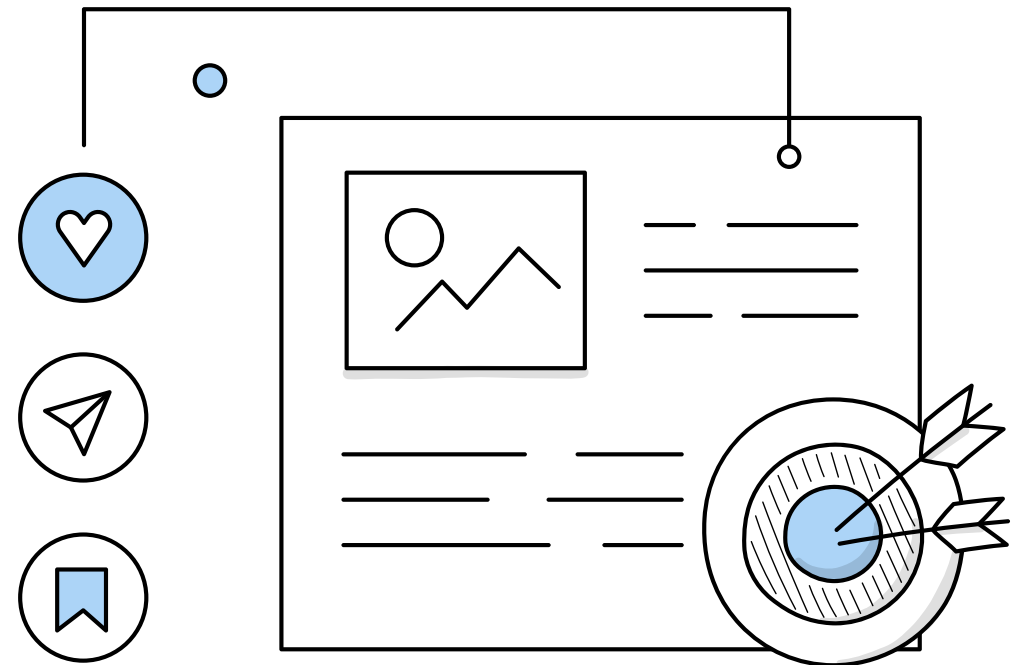


Module 3: Social Media Marketing

11. Overview of Major Platforms
12. Business Profiles Setup
13. Content Planning & Scheduling
14. Organic vs Paid Reach
15. Engagement Metrics

Module 4: SEO

16. How Search Engines Work
17. On-page SEO Basics
18. Keyword Research
19. Local SEO & Google Business Profile
20. SEO Tools Overview

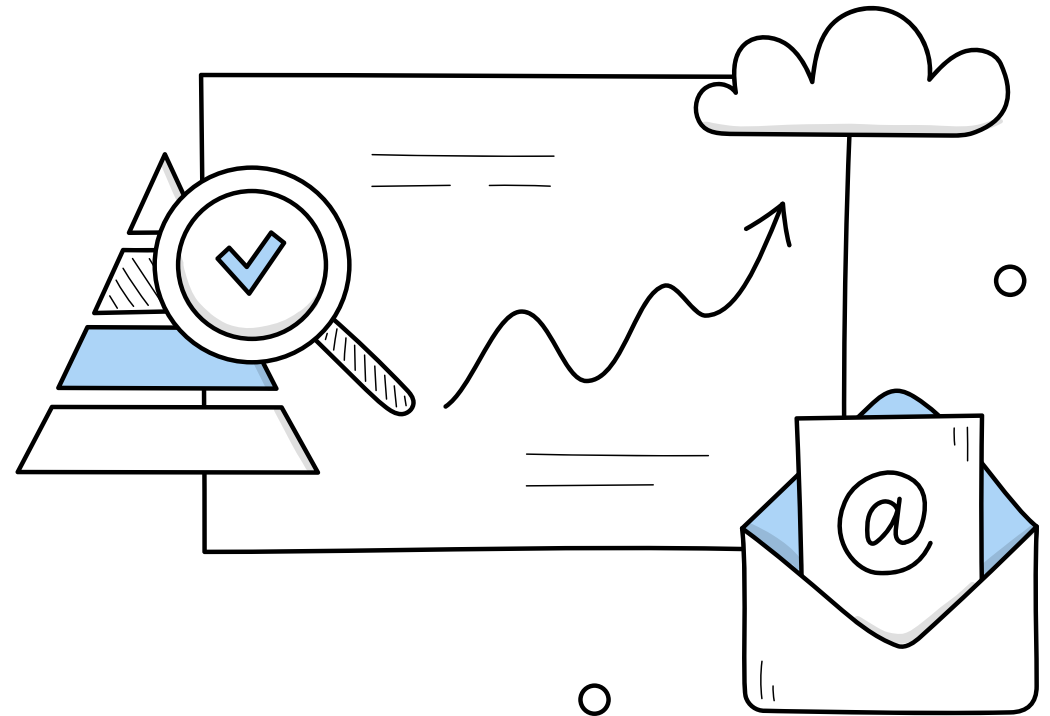


Module 5: Paid Advertising

21. What is PPC?
22. Google Ads Overview
23. Social Media Ads Basics
24. Targeting & Budgeting
25. Ad Metrics

Module 6: Email Marketing

26. Why Email Marketing Works
27. Email Campaign Structure
28. Email Marketing Tools
29. Email Metrics
30. Best Practices



Module 7: Analytics

31. Introduction to Analytics
32. Google Analytics Overview
33. Traffic Sources
34. Conversions
35. Using Data for Decisions

Module 8: Strategy & Career

36. Digital Marketing Strategy Framework
37. Goal Setting
38. Campaign Planning
39. Career Opportunities
40. Final Project Overview





www.mentorus.ae info@mentorus.ae