



Alabian Solutions Ltd

Digital Marketing Training | 2020

Section One

CONTENT	DATE	TIME
<p>Marketing Fundamental</p> <ul style="list-style-type: none"> • What is Digital Marketing • Digital Marketing Model • Buyer Personae • THE PRODUCT • Online Payment Account Setup (Paystack) 		
<p>Content Marketing</p> <ul style="list-style-type: none"> • Content Strategy • Content Calendar • Content Creation Tool <ul style="list-style-type: none"> ○ Canva (DIY) ○ Powtoon (DIY) ○ Grammarly (DIY) ○ Working with creative professional 		
<p>Facebook</p> <ul style="list-style-type: none"> • Difference between page and profile • Facebook Page • Facebook Group • Woo Commerce Integration with WordPress • Gain more facebook followers • Facebook Advert 		
<p>WhatsApp</p> <ul style="list-style-type: none"> • Create WhatsApp business profile • Automated Away Message • Automated Greeting message • Quick Replies 		

Section Two

CONTENT	DATE	TIME
<p>Instagram</p> <ul style="list-style-type: none"> • Switch to Business Profile • Instagram Marketing Strategy • Convert Instagram Followers Into Customers 		
<p>Twitter</p> <ul style="list-style-type: none"> • Research your buyer personas and audience • Create unique and engaging content • Analyze your impact and results 		
<p>YouTube</p> <ul style="list-style-type: none"> • Creating and Branding a YouTube Channel • Optimizing Your Videos for SEO • Building a YouTube Marketing Strategy • Understanding YouTube Analytics 		
<p>Nigerian Media</p> <ul style="list-style-type: none"> • Nairaland <ul style="list-style-type: none"> ○ Account setup ○ Posting ○ Advertising • Jiji.ng <ul style="list-style-type: none"> ○ Account setup ○ Post products or services • Jumia.com.ng <ul style="list-style-type: none"> ○ Account setup ○ Products for sale • Olist.ng <ul style="list-style-type: none"> ○ Account setup ○ Post products or services • Konga.com <ul style="list-style-type: none"> ○ Account setup ○ Products for sale 		

Section Three

CONTENT	DATE	TIME
<p>Google My Business</p> <p>Google Advert</p> <ul style="list-style-type: none"> • Search Advert • Display Advert • Google Remarketing <p>LinkedIn</p> <ul style="list-style-type: none"> • Profile setup and optimization • Article and Posting on LinkedIn • Lead generation on LinkedIn • Company on LinkedIn • LinkedIn Advert <p>Customer Relationship Management Software</p> <ul style="list-style-type: none"> • Hubspot • Integrating Hubspot with Facebook <p>Blogging</p> <ul style="list-style-type: none"> • What is Blogging • Ideal generation • Blogging Strategy • Blogging Tools (WordPress) <p>Landing pages</p> <ul style="list-style-type: none"> • Product listing • Call to action 		

Section Four

CONTENT	DATE	TIME
<p>SEO & SEM</p> <ul style="list-style-type: none"> • Blog posts and page copy that is written and optimized with quality • Social sharing integration within your content • Optimized page load speed • Google ranking strategies <p>Email Marketing</p> <ul style="list-style-type: none"> • Why Email Marketing • Email Marketing Concept • Email Marketing Strategy • Email Tool Sendgrid <p>Google Analytic</p> <ul style="list-style-type: none"> • Why use a website analytic? • Google Analytic setup • Reading and using data from Google Analytic 		