

# Essential Digital Marketing Skills for Non-Marketers

7 – 11 June 2027  
Kigali (Rwanda)

UK Training

# PARTNER



## Essential Digital Marketing Skills for Non-Marketers

**Ref:** 321810\_171786 **Date:** 7 – 11 June 2027 **Location:** Kigali (Rwanda) **Fees:** 4200 GBP

### Why This Course

In today's digital-first world, understanding online marketing is essential for professionals across all fields. This intensive 5-day course equips non-marketers with the practical skills and knowledge to navigate the digital marketing landscape. Participants will gain hands-on experience in SEO, social media, content creation, email campaigns, and analytics—enabling them to apply digital strategies effectively in their roles.

### What You'll Learn and Practice

By participating in this program, you will:

- Understand the core principles and channels of digital marketing.
- Develop practical skills in SEO, social media, and content marketing.
- Create and manage effective email marketing campaigns.
- Analyze data to make informed, results-driven marketing decisions.
- Integrate multiple digital marketing channels for maximum impact.

### Program Flow

#### Day 1: Introduction to Digital Marketing

- Overview of the digital marketing landscape
- Key channels and strategies
- Understanding customer behavior online
- Setting SMART marketing goals

#### Day 2: Search Engine Optimization SEO

- Fundamentals of SEO
- Keyword research and optimization
- On-page and off-page SEO techniques
- Local SEO strategies

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

### **Day 3: Social Media Marketing**

- Overview of social media platforms
- Creating engaging content for social media
- Basics of social media advertising
- Measuring social media success and ROI

### **Day 4: Content Marketing and Email Campaigns**

- Content marketing strategies and best practices
- Crafting compelling content for multiple channels
- Fundamentals of email marketing
- Designing, sending, and optimizing email campaigns

### **Day 5: Analytics and Strategy Integration**

- Introduction to web analytics
- Defining and tracking key performance indicators KPIs
- Data-driven decision-making for marketing campaigns
- Integrating digital channels for cohesive strategy

## **Training Methodology**

This program combines theory with practical application to ensure real-world relevance:

- Hands-on workshops for SEO, social media, and email campaigns
- Scenario-based exercises to develop actionable digital strategies
- Tools demonstrations including Google Analytics and social media platforms
- Group discussions and peer feedback for continuous improvement

## **Beyond the Course**

Participants will leave prepared to:

- Build an SEO-optimized webpage and improve online visibility.
- Develop and execute a social media content calendar.
- Design and launch targeted email marketing campaigns.
- Set up and interpret a basic web analytics dashboard for performance tracking.
- Apply integrated digital marketing strategies to support organizational goals.

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, a silver pawn and a gold pawn are visible. The background shows concentric circles emanating from behind the king piece.

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