



Citadel for building innovative champions

Build Your Tomorrow Today



About us

Our training school, Torilo Academy is one of Nigeria's leading provider of training courses. We are located in No 1, Olaniyan Close, Mobolaji Bank Anthony Way, Ikeja, Lagos.

We have expertise in tech-related training courses and we offer a variety of courses that ranges from Product Design (UI/UX), Software Engineering (Python), Web Design & Development, Digital Marketing, Graphics Design etc.

We pride ourselves on impacting unquantifiable knowledge in our students and ensure that they each achieve their goals.

Why Learn at Torilo Academy

Our parent company is a renowned Information Technology firm and a leading provider of technology services in the **United kingdom** and **Nigeria**.

We are an **Award winning** professional training school for individuals and organisations in delivering industry focused programmes.

Our Courses are **Intensive** training programmes that combine real work with learning and a certificate of completion in the chosen field.

Our courses at TA are talent development programmes that **creates futures that count**. We teach meaningful skills that help build **long-term careers**.

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Creating futures that count

Developing futures is our end goal, that's why our experts are guided by our own unique training principles to make sure all our courses are focussed on creating successful careers.

All our courses are project based and practical with a work experience feel and opportunities to network with professionals in the field while gaining confidence to transition into your chosen career path. We design our courses not just to deliver skills, but develop long-term talent.

Training sessions

Our training sessions are meticulously planned by our tutors and are designed in a manner geared toward the actualization of each students goals. Your time is valuable, so our goal is to best train you while taking up the least amount of your time possible.

Your training will be conducted by one tutor over **six weeks** of total sessions that will last from 10am- 2pm on weekdays or 10am-5pm on Weekends.

Payment

The total cost to be paid to the Academy by the student for the training sessions shall be **Forty thousand Naira(40,000)**. Payment in installments are allowed, provided that you make half payment first and complete payment halfway into the training.

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Digital Marketing

Syllabus

Introduction

Digital marketing is simply the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organisation to analyze marketing campaigns to understand what is working and what isn't typically in real time.

Digital marketing is not just about advertising, it simply involves reaching the right customers, at the right time, with the correct information.

At Torilo Academy, there are diverse courses like fundamentals of digital marketing, social media and Ecommerce to much more specialized topics such as digital strategy and action. Take the digital marketing course today!

Digital Marketing Framework and Strategy

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1. Define digital marketing. Explore its evolution and the current landscape.
 2. Define segments and the role segmentation plays in digital marketing.
 3. Understand your audience and build a target persona with customer map.

Digital Marketing and Seo

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1. Explore the landscape of channels and how they are used.
 2. Differentiate between broadcast, direct and social channels.
 3. Identify the relevance of role for different channels for your business and customers.
 4. Use channels that will be used in campaigns and where your approach is paid, earned or owned.
 5. Explain how to use channels to market to the right customers at the right time.
 6. Theoretical aspect on how SEO is done.
 7. Explain the impact local SEO has and how to set it up.
 8. Learn how to work with a blog.

Content Marketing and Social

1. Perform keyword research, analysing search volume and competition.
2. Apply keyword and search intent targeting to your business.
3. Define click bidding and bid management budgeting.
4. Create your own Adwords campaign.
5. Evaluate results and optimize Adwords.
6. Review key metrics and KPIs for SEM
7. Outline the process for running a social ad campaign.
8. Create and manage a social ad campaign for Facebook, Twitter, and/or Instagram.
9. Identify the data that is available from social media platforms and how it can be used.
10. Select appropriate social media platforms for a brand and specific campaigns.
11. Learn Facebook marketing and how to leverage Ads on it.
12. Learn Instagram marketing and how to leverage the Ads on it.
13. Learn Twitter marketing and how to leverage the Ads on it.
14. How to take advantage of video marketing, using Youtube.

Marketing Acquisition & conversion rate optimization

1. Landing pages, UX, & Lead Gen
2. Review best practices of digital marketing UX
3. Explore how on-site marketing works and the ways to optimize those efforts.

4. Evaluate the design, functionality, and effectiveness of landing pages.
5. Develop landing pages and forms for your business

Customer Engagement & Retention

1. Plan and prepare lifecycle marketing strategies.
2. Map content and channels (like email) to your customer's lifecycle.
3. Plan, execute, and measure email-marketing campaigns.
4. Gain basic familiarity with common tools of the trade.

Paid Social & Advertising (Paid Search, Adwords & SEM)

1. Outline the process for developing content campaigns.
2. Create a content plan with key messaging =, content mapping, distribution and measurement.
3. Develop a Native Advertising strategy to increase targeted reach of your content.
4. Assess which content marketing tactics meet specific marketing and business goals.
5. Determine the key metrics for measuring and optimizing content marketing tactics.
6. Distinguish best uses and approaches to the primary social platforms.
7. Select appropriate influencers for your project and determine your influencer outreach strategy.

8. Curate and modify digital content across your social channels.
9. Determine the role of community management in social media marketing.
10. Identify metrics and KPIs for measuring impact of social media.

Google Tools

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1. Clear understanding of how to leverage the detailed information on Google Analytics.
 2. Learn how to track a link using Google Analytics.
 3. In depth tutorial on how to use google search console.
 4. Explain how to use Google Tag Manager to track links on your website.
 5. Explore how to use structured data markup helper to boost your local SEO.
 6. Learn how to take advantage of Google marketing tools.
 7. Re-marketing, using Google Analytics and learn how to create a funnel.

Expanding Your Digital Marketing Skills

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1. Learning how to leverage affiliates on a website.
 2. Explaining how to create popup form to gain organic followers via email.
 3. Learn How to handle Google Adsense and run Ads on your page.