



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Digital Marketing and Online Channels

3 day course

Classroom, online or in-house

Course overview

Digital channels are measurable, which encourages spending on what is easy to count rather than on what produces customers, and African market conditions add data cost, device mix and payment friction that most published advice ignores. This course covers both. Delegates work through the channel mix including search, social, display, messaging and email, and what each is actually good for. Search visibility, both paid and organic, is covered. Paid campaign structure, targeting, budget and the metrics that matter beyond impressions follow. Landing pages and conversion are addressed, since traffic without conversion is a cost. Analytics, tracking and honest attribution are covered. The course closes on messaging channels, which dominate here, and on building a channel plan that fits the market.

What you will learn

- Select channels for what each is actually good at
- Improve search visibility through paid and organic means
- Structure paid campaigns with sensible targeting and budget
- Judge performance beyond impressions and clicks
- Design landing pages that convert the traffic bought
- Set up analytics and attribute results honestly
- Use messaging channels effectively in this market

Who should attend

- Marketing and digital marketing staff
- Small business owners running their own campaigns
- Communications and content personnel
- Sales staff generating leads online
- Managers evaluating digital agency performance

Course outline

- 01 Counting what is easy instead of what works
- 02 The channel mix and what each does
- 03 Search visibility, paid and organic
- 04 Paid campaign structure and targeting
- 05 Budget, bidding and metrics that matter
- 06 Landing pages and conversion
- 07 Analytics, tracking and attribution
- 08 Messaging channels and building a channel plan

Upcoming dates

Dates	Venue	Format	Fee per delegate
21 to 23 September 2026	Lagos, Nigeria	Classroom	USD 995
28 to 30 September 2026	Windhoek, Namibia	Classroom	R14,950
5 to 7 October 2026	Johannesburg, South Africa	Classroom	R14,950
4 to 6 November 2026	Online	Online	R6,500



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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