



FUNDAMENTALS OF PAID MEDIA

This course provides a comprehensive overview of the essential foundations of paid media, encompassing key digital tools, technologies, and their applications. Gain valuable insights into areas such as email marketing, social media management, and customer service strategies. The course is specifically designed to cater to non-marketing teams seeking to enhance their digital awareness and proficiency, making it an ideal choice for individuals and departments looking to strengthen their digital competencies

COURSE OUTLINE

- Introduction to Paid Marketing
- Introduction to Google ads
- Google account and analytics
- YouTube Ads
- Facebook Ads
- Facebook algorithm and news feed
- Facebook Advertising tips and strategies
- Instagram ads
- Audience Segmentation

Choosing the Right Course to Study for My Career

When coming to making a career choice there is no right or wrong career, it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!

KEY LEARNING POINTS:

- Creating an effective strategy using different paid media marketing channels.
- Choosing the right channel based on different situations.
- Advertising tips and techniques for different paid media channels.
- Budget allocation and optimization of ads.

COSTS

Once Off: R 7 000