



Digital Marketing Curriculum

Learn to run ads, grow businesses online, and build practical digital marketing confidence.

Duration: 6 weeks

Format: Online classes with live support

Level: Beginner Friendly

Program Overview

A practical marketing curriculum focused on channel strategy, customer acquisition, campaign execution, analytics, and e-commerce growth.

What Students Will Achieve

- Understand the digital marketing funnel and core growth channels
- Plan and execute campaigns across content, social, search, email, and ads
- Measure results with analytics and optimise for better performance
- Create campaign assets and reporting materials you can show clients or employers

Tools and Platforms

Meta Ads Manager | Instagram | Canva | WhatsApp Business | Google Docs

Curriculum Modules

Module 01: Marketing Foundations and Customer Journey

Understand how digital marketing supports growth and how customers move from awareness to conversion.

- Marketing funnel, customer journey, and offer positioning
- Brand basics, audience research, and customer personas
- Setting campaign objectives and measurable KPIs

Practical Output: A customer persona set and funnel planning document



Module 02: Content, Social Media, and Community Growth

Learn how to attract attention and build trust through consistent content and platform strategy.

- Content pillars, messaging angles, and calendar planning
- Instagram and social media growth strategies
- Community engagement and brand voice management

Practical Output A social content calendar and community plan

Module 03: Search, Paid Ads, and Campaign Execution

Develop channel-specific campaign skills for traffic, leads, and conversions.

- Keyword thinking, search visibility, and campaign structure
- Paid ads setup concepts for Meta and Google-style campaigns
- Creative testing, copy angles, and audience targeting

Practical Output A paid campaign brief with ad creative and targeting logic

Module 04: Email, WhatsApp, and E-commerce Workflows

Build retention and conversion systems that support online selling and customer loyalty.

- Email marketing flows, lead nurturing, and simple automation
- WhatsApp Business messaging and conversion support
- Storefront and product-page improvement basics for e-commerce

Practical Output A retention flow with email and WhatsApp touchpoints

Module 05: Analytics, Reporting, and Optimisation

Use data to measure what is working and improve campaigns over time.

- Traffic, engagement, lead, and sales metrics
- Basic attribution logic, A/B testing, and campaign review
- Reporting dashboards and insight presentation

Practical Output A campaign performance report and optimisation checklist

Module 06: Portfolio Campaign and Career Positioning

Package your skills professionally for jobs, business growth support, or freelancing work.

- Building a simple campaign portfolio
- Presenting strategy and outcomes to employers or clients
- Positioning yourself for digital marketing opportunities

Practical Output A portfolio-ready digital marketing capstone

Capstone Project

Build a complete campaign plan for a real or simulated brand, including audience strategy, channel mix, content calendar, ad plan, and performance dashboard.



Icrust Digital Academy

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Student Support

- Mentorship and guided support throughout the learning journey
- Certificate of completion after successful participation
- Career guidance to help position students for opportunities