



**VIRALS N SIGNALS DIGITAL
ACADEMY**

**DIGITAL MARKETING AND
FREELANCING MASTERCLASS**



EARN FULL TIME INCOME AS A DIGITAL MARKETING EXPERT

LEARN TO CREATE MARKETING
CONTENT, USE SOCIAL MEDIA TO
AMPLIFY YOUR MESSAGE, MAKE
CONTENT DISCOVERABLE IN SEARCH,
RUN ADS CAMPAIGNS AND
ADVERTISE ON FACEBOOK.
ADDITIONALLY LEARN HOW TO EARN
FULL TIME INCOME AS A DIGITAL
MARKETER





ABOUT VIRALS N SIGNALS DIGITAL ACADEMY

VIRAL N SIGNALS DIGITAL ACADEMY IS A SUBSIDIARY OF VIRALS N SIGNALS DIGITAL AGENCY WHICH IS A FULL-SERVICE DIGITAL MARKETING AGENCY. WE ARE A TEAM OF PASSIONATE AND ENERGETIC PEOPLE, FOCUSING ON DIGITAL MARKETING SERVICES AND TRAINING.

OUR DIGITAL ACADEMY IS ONE OF THE WORLD'S LEADING PROVIDERS OF DIGITAL SKILLS TRAINING WHICH SPAN ACROSS THE VARIOUS FIELD OF DIGITAL MARKETING, FREELANCING, GRAPHICS DESIGN, MOTION GRAPHICS, WEB DESIGN, AND DEVELOPMENT, ETC

VIRALS N SIGNALS DIGITAL ACADEMY ASSISTS INDIVIDUALS AND ORGANIZATIONS ACROSS THE GLOBE TO ACHIEVE THEIR PERSONAL AND PROFESSIONAL GOALS BY ENHANCING THEIR DIGITAL SKILLS CAPABILITY AND POTENTIAL.

WE ARE LOCATED AT THE NEST INNOVATION TECH HUB SITUATED AT NO. 1A HUGHES AVENUE OFF ALAGOMEJI BUS STOP, YABA, LAGOS.



ABOUT DIGITAL MARKETING AND FREELANCING MASTERCLASS

THIS 4-WEEKS MULTI-MODULAR PROGRAMME IS AIMED AT DEVELOPING THE CANDIDATES INTO DIGITAL MARKETING EXPERTS WHO WILL BE EQUIPPED TO LEAD THE BOOMING INDUSTRY AND ALSO EARN A FULL-TIME INCOME WITH IT. DMF MASTERCLASS COVERS MODULES SUCH AS SEARCH ENGINE OPTIMIZATION (SEO), SEARCH ENGINE MARKETING, SOCIAL MEDIA MARKETING, SOCIAL MEDIA ADVERTISING, ETC

THIS IS 4-WEEKS PHYSICAL AND INSTRUCTOR-LED ONLINE TRAINING.

CERTIFICATIONS

STUDENTS WILL BE AWARDED 3 CERTIFICATES:

1. CERTIFICATE IN DIGITAL MARKETING AND FREELANCING BY VIRALS N SIGNALS DIGITAL ACADEMY
2. GOOGLE DIGITAL MARKETING FUNDAMENTALS CERTIFICATE
3. VARIOUS HUBSPOT CERTIFICATE



COURSE MODULES

1. DIGITAL MARKETING FRAMEWORK AND STRATEGY
2. CONTENT STRATEGY
3. SOCIAL MEDIA MARKETING (ORGANIC)
4. SOCIAL MEDIA ADVERTISING (PAID)
5. SEARCH ENGINE OPTIMIZATION (SEO)
6. SEARCH ENGINE MARKETING WITH ADWORDS (SEM)
7. EMAIL MARKETING
8. FREELANCING



COURSE MODULES

1. **DIGITAL MARKETING FRAMEWORK AND STRATEGY**
 - DEFINE DIGITAL MARKETING. EXPLORE ITS EVOLUTION AND THE CURRENT LANDSCAPE
 - DEFINE SEGMENTS AND THE ROLE SEGMENTATION PLAYS IN DIGITAL MARKETING
 - DEFINE YOUR AUDIENCE AND BUILD A TARGET PERSONA WITH CUSTOMER MAP



COURSE MODULES

2. CONTENT STRATEGY

CONTENT IS AT THE CORE OF ALL MARKETING ACTIVITIES. IN THIS COURSE, YOU LEARN HOW TO PLAN YOUR CONTENT MARKETING, HOW TO DEVELOP CONTENT THAT WORKS WELL FOR YOUR TARGET AUDIENCE, AND HOW TO MEASURE ITS IMPACT.

3. SOCIAL MEDIA MARKETING (ORGANIC)

SOCIAL MEDIA IS A POWERFUL CHANNEL FOR MARKETERS. IN THIS COURSE, YOU LEARN MORE ABOUT THE MAIN SOCIAL MEDIA PLATFORMS, HOW TO MANAGE YOUR SOCIAL MEDIA PRESENCE, AND HOW TO CREATE EFFECTIVE CONTENT FOR EACH PLATFORM.



COURSE MODULES

4. SOCIAL MEDIA ADVERTISING (PAID)

CUTTING THROUGH THE NOISE IN SOCIAL MEDIA CAN BE CHALLENGING, AND OFTEN, MARKETERS MUST USE PAID SOCIAL MEDIA MARKETING STRATEGIES TO AMPLIFY THEIR MESSAGE. IN THIS COURSE, YOU LEARN ABOUT THE OPPORTUNITIES FOR TARGETED ADVERTISING IN SOCIAL MEDIA AND HOW TO EXECUTE ADVERTISING CAMPAIGNS THAT RESONATE WITH YOUR AUDIENCE

5. SEARCH ENGINE OPTIMIZATION (SEO)

SEARCH ENGINES ARE AN ESSENTIAL PART OF THE ONLINE EXPERIENCE. LEARN HOW TO OPTIMIZE YOUR SEARCH ENGINE PRESENCE THROUGH ON-SITE AND OFF-SITE ACTIVITIES, INCLUDING HOW TO DEVELOP YOUR TARGET KEYWORD LIST, OPTIMIZE YOUR WEBSITE UX AND DESIGN, AND EXECUTE A LINK-BUILDING CAMPAIGN



COURSE MODULES

6. SEARCH ENGINE MARKETING WITH ADWORDS (SEM)

OPTIMIZING VISIBILITY IN SEARCH ENGINE RESULTS IS AN ESSENTIAL PART OF DIGITAL MARKETING. REINFORCING FINDABILITY THROUGH SEARCH ENGINE MARKETING (SEM) IS AN EFFECTIVE TACTIC TO ACHIEVE YOUR MARKETING OBJECTIVES. IN THIS COURSE, YOU LEARN HOW TO CREATE, EXECUTE, AND OPTIMIZE AN EFFECTIVE AD CAMPAIGN USING ADS BY GOOGLE.

7. EMAIL MARKETING

EMAIL IS AN EFFECTIVE MARKETING CHANNEL, ESPECIALLY AT THE CONVERSION AND RETENTION STAGE OF THE CUSTOMER JOURNEY. IN THIS COURSE, YOU LEARN HOW TO CREATE AN EMAIL MARKETING STRATEGY, CREATE AND EXECUTE EMAIL CAMPAIGNS, AND MEASURE THE RESULTS.



COURSE MODULES

8. FREELANCING

IN THIS PART OF THE COURSE, WE TEACH YOU HOW TO EARN WITH YOUR DIGITAL MARKETING SKILL, WE ONBOARD YOU ON VARIOUS FREELANCING PLATFORMS WHERE YOU GET TO WORK BOTH LOCAL AND INTERNATIONAL CLIENTS.



PAYMENT

THE REGISTRATION FEE TO BE PAID TO THE ACADEMY BY THE STUDENT FOR THE TRAINING SESSIONS SHALL BE **THIRTY-FIVE THOUSAND NAIRA(35,000)**. PAYMENT IN INSTALLMENTS ARE ALLOWED, PROVIDED THAT YOU MAKE ABOUT 70% OF THE TRAINING FEE AS YOUR FIRST INSTALLMENT AND YOU PAY THE REMAINING BALANCE ON OR BEFORE YOU FINISH YOUR TRAINING.



**JOIN OUR NEXT
COHORT TODAY**



FREQUENTLY ASKED QUESTIONS

WHY SHOULD I ENROLL ?

DIGITAL MARKETERS ARE IN HIGH DEMAND AND IN THIS UNIQUE INTRODUCTORY PROGRAM, YOU WILL LEARN EXACTLY THE SKILLS YOU NEED TO SUCCEED IN THE FIELD.

WHAT JOBS WILL THIS MASTERCLASS PREPARE ME FOR ?

ATTENDEES WILL BE UNIQUELY PREPARED TO FILL A WIDE VARIETY OF DIGITAL MARKETING ROLES. THESE INCLUDE SOCIAL MEDIA ANALYST, SOCIAL MEDIA MANAGER, SOCIAL MEDIA COMMUNITY MANAGER, SOCIAL MEDIA COORDINATOR, SEO MANAGER, SEO ANALYST, DIGITAL MARKETING MANAGER, SEM MANAGER, EMAIL MARKETING MANAGER, ETC



FREQUENTLY ASKED QUESTIONS

HOW DO I KNOW IF THIS PROGRAM IS RIGHT FOR ME ?

IF YOUR GOAL IS TO EMBARK ON A SUCCESSFUL CAREER AS A DIGITAL MARKETER AND YOU WANT TO MASTER THE RIGHT SKILLS BY RUNNING ACTUAL ADVERTISING CAMPAIGNS ON MAJOR DIGITAL PLATFORMS , ANALYZING AND OPTIMIZING THE RESULTS, AND PRODUCING ACTIONABLE INSIGHTS BASED ON YOUR ANALYSES, THEN THIS IS THE RIGHT PROGRAM FOR YOU BECAUSE IT OFFERS VALUABLE REAL WORLD EXPERIENCE

WHAT ARE THE REQUIREMENTS FOR JOINING ?

THE DIGITAL MARKETING AND FREELANCING MASTERCLASS IS DESIGNED FOR STUDENTS WITH ANY SKILL LEVEL AND WORK BACKGROUND. STUDENTS SHOULD BE COMFORTABLE USING A COMPUTER, NAVIGATING SOCIAL MEDIA PLATFORMS, AND WRITING AND READING IN ENGLISH



FOR ANY ENQUIRY

CALL/CHAT ADE ON 07036877468

EMAIL US AT - AI@VSCREATIVES.COM

FOLLOW US INSTAGRAM [@VSCREATIVEAGENCY](https://www.instagram.com/vscreativeagency)

SEE YOU IN CLASS!!!