

A Seven-Week Online Course on Digital Communication and Marketing

The Comms Lab of the SU Language Centre presents: Effective communication in a digital world short course

Do you find digital marketing a bit daunting? This course offers a top-level introduction on how the Digital Marketing Funnel Strategy fits into traditional marketing.

Register by 19 July to join the 2 August course intake. Visit this link to register: bit.ly/DIGI_2023

OR click on our company name, SU Language Centre (Comms Lab), below.

What is the focus of this course?

This practical and interactive online short course, presented by the Communication Lab of the Language Centre, offers a top-level introduction to the concept of the sales (or buyer) funnel. The course is suited to newcomers to digital marketing as well as traditional marketers who want to focus on developing more effective online communication skills.

The course will introduce you to the digital marketing funnel, and the marketing and communication tactics that one can apply to each level of the digital marketing funnel. By producing a framework to develop a digital marketing sales funnel strategy, it will equip you with the skills required to effectively communicate in a digital world, to ensure you put the right message in front of the right customer at the right time, to move users through the funnel and maximise marketing spends.

In this course you will:

- gain insight into how important language usage is for connecting to your target audience
- map out a customer journey for a key target audience in your specific business
- turn your customer journey into a sales funnel and be taken through a structured framework
- learn which channels are relevant to get visibility online
- learn how to get prospective customers to interact with your company, brand or product, and to •convert your online audience into paying customers
- see how important digital marketing channels are for developing an ongoing customer relationship
- get a better understanding of what metrics to track and monitor to help guide your plans

Once you've completed the course, you will understand the role of automation and data, as well as how various digital marketing channels and disciplines work together. Ultimately, you will have a framework for your digital communication strategy to flesh out in detail for your business.

A certificate of competence will be awarded following the successful completion of this course.

Who should attend and what are the career benefits?

This online course will equip owners of small to medium-sized businesses with the skills to effectively communicate using some of the various digital marketing channels available.

For traditional marketers, who weren't initially skilled in Digital Marketing, this course offers insights into bridging the gap between traditional and digital marketing.

To ensure optimal learning, we limit the number of participants. The live online sessions are complemented by online learning, and certain aspects of the course are assessed.

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Date: 02 August 2023 to 20 September 2023

Venue: Online, Stellenbosch

Cost: R5 346

More info: Online sessions

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▫ **Mother language, heart language** 23 Feb 2023

▫ **About a multilingual mindset** 28 Nov 2022

▫ **Why do translators translate?** 29 Sep 2022

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