



**ImpactHER**  
Empowering the New African Female Entrepreneur

## DIGITAL SKILLS TRAINING SCHEDULE

COURSE TITLE	COURSE DESCRIPTION
Build your brand and sell online	<p>An online brand and e-commerce strategy enable businesses to market and sell products online whilst creating a sense of brand loyalty.</p> <p>This session will help attendees to create an online brand, devise an e-commerce strategy, and use social media to drive sales.</p>
Create a digital marketing plan	<p>Digital marketing provides businesses with a cost-effective and engaging way of communicating with their audiences.</p> <p>This session provides attendees with the knowledge required to devise their own digital marketing plans and utilize digital advertising effectively.</p>
Use marketing tools and social media to grow your business online	<p>There are so many different forms of online marketing that can feel overwhelming at the start.</p> <p>This session aims to help businesses create and optimize their Google My Business listing, plan a digital marketing strategy, and use social/email channels effectively.</p>
Get set up on Google Maps	<p>To make sure business owners maximize the use of Google maps, It enables you to sell online, to know how your business is performing and how customers are engaging.</p> <p>This session introduces attendees to get set up on Google maps which enable them to become visible when customers search for businesses related to theirs online.</p>
Use data and Insight to help grow your business	<p>To make sure your campaigns are providing a return on your investment, you need to know how they're performing and how many customers they're engaging.</p> <p>This session introduces attendees to data insights and analytics tools which enable them to track their marketing campaigns, gain valuable insights and shape their marketing strategy accordingly.</p>
Create your digital marketing strategy	<p>Digital marketing provides businesses with a cost effective and engaging way of communicating with their audiences.</p> <p>This session provides attendees with the knowledge required to devise their own digital marketing strategy and utilize digital advertising effectively.</p>



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Connect With Customers Using Google Ads	This session will help attendees to have an understanding of Google Ads, how to set up paid advertisements on the search engine and ensure their businesses are visible on search.
Implement Google Workspace across your business	This session will help attendees to have a good understanding on how to seamlessly manage their businesses with Google workspace tools.

### **Training Engagement**

1. The training is offered at **NO COST**.
2. Monthly post-training support will be offered to the trainees at **NO COST** to ensure business growth.