

# Digital Skills Training For Business

Surfweb Nigeria is a complete Information Technology solutions company with competencies in providing business skills solutions and delivers the best learning experience in digital marketing skills.

We are pleased to invite your staff to Attend **DIGITAL SKILLS TRAINING FOR BUSINESS** on the **18th of November 2017** at SHERATON LAGOS HOTEL 30, Mobolaji Bank Anthony Way, Ikeja, Lagos Nigeria.

The Training will begin at 9:00am, Surfweb Nigeria welcome your staff to participate in this Training and gain utmost benefits. Renowned Digital Skills Experts will be giving lecture on various aspects of Digital Marketing that would be helpful for your staff to address strategic Digital Marketing skills needed to enabling your team achieve organizational goals.

## The Need

Digital Marketing is the fastest-growing marketplace and communications tool in the world. All types of companies, Organizations and individuals are recognizing the value of worldwide web with Digital marketing exposure to their products, services and Message. Digital marketing can significantly benefit your business - and propel the business to a new level.

If sales is suffering or badly needs to grow, out-of-the-box thinking may just be a well-crafted digital marketing strategy. Welcome to a wonderful world of digital marketing.

## **Objectives:**

Upon the completion of this course, Participant will be able to:

- ✓ Increase your website's visibility through Search Engine Optimization
- ✓ Execute digital display advert
- ✓ Plan and execute successful email marketing
- ✓ Use suitable social media your business goals and objectives
- ✓ Measure and optimize your social media campaigns
- ✓ Create a formal digital marketing plan for your business

What you will get:

- ✓ You will get leads from your targeted market and more sales
- ✓ Ranking your business with relevant keywords.
- ✓ Drives targeted & 100% Organic Traffic
- ✓ Better ROI (Return on Investment)
- ✓ Drive high quality customers to your website
- ✓ Establish your business as a trusted Brand
- ✓ Build your brand awareness through social networking sites
- ✓ Increase your profile against your competitors
- ✓ Target a global audience via international search engines
- ✓ Cost-effective advertising
- ✓ Social media marketing (such as Facebook, Twitter, Google+, Instagram, etc) that will improve your website traffic

## **Who can attend**

- ✓ Administrative Professionals
- ✓ Office Managers
- ✓ Data Processing officers
- ✓ Office Supervisors
- ✓ Business Owners & CEO
- ✓ Marketing Managers
- ✓ Online Marketing Professionals
- ✓ Sales Professionals
- ✓ Individuals & Freelancers
- ✓ Marketing Communication Managers
- ✓ Advertising & Media Specialist
- ✓ New & Aspiring Entrepreneurs
- ✓ Professional Secretaries Senior Executive Officers
- ✓ Public Relation Officers in the public and private sectors.
- ✓ And anyone looking to pursue a career in digital marketing.

### **Training Contents**

- ✓ Web Authoring
- ✓ Online Marketing
- ✓ Search Engine Marketing
- ✓ Social Media Marketing
- ✓ Search Engine Optimization
- ✓ Video Marketing
- ✓ Web Analytics
- ✓ Classified Ads
- ✓ Digital Web tools.

### **Requirements**

Participants need to attend with internet-ready laptop, Tablet, iPad, or any handheld device and smart mobile phone.

### **Training Fee:**

Training fee cover lunch and all required tools needed for practical.

₦22,500 (70% Discount off the standard price of ₦75,000! You Save ₦52,500!)

### **Mode of Payment**

Payment can be made in Cash Deposit, Bank Transfer and online payment at [www.surfweb.com.ng](http://www.surfweb.com.ng)

ACCOUNT NAME: SURFWEB

ACCOUNT NO: 0022888609

BANK: Stanbic IBTC Bank

**Venue**

Sheraton Lagos Hotel, Ikeja, Lagos Nigeria

**Date**

October 28th, 2017 (Saturday)

**Time**

9am Prompt.

E-mail:

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For further information, please contact:

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