

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

MARKETING

Certified Marketing Professional

Marketing in the Real and Virtual Worlds

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Marketing	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

In just a few short years, the internet — and, more recently, social media — has changed the world. There are very few aspects of modern life that have not been transformed by internet technologies. "Bricks and mortar" businesses are being replaced by "clicks and mortar" at an astonishing rate. Just a decade ago, it was common to see surveys of consumers saying they would not shop online because they did not trust it. No longer. The shift to online shopping was already well advanced, and recent years have accelerated that trend further, with little sign of it reversing.

Increasingly, customer engagement is also a virtual matter — likes, follows, and shares have become the new commercial currency. With many once-proud brands now reduced to commodity status by peer reviews and price comparison websites, the art and practice of marketing, that most social of all business disciplines, has also moved firmly into the virtual realm.

This Seya Capital Certified Marketing Professional training course addresses these issues and will enable attendees to construct a fully worked-out digital marketing strategy and plan that can be executed immediately. Attendees will:

- Learn proven concepts in strategy
- Learn proven techniques in marketing
- Learn how to establish a brand presence online
- Understand how to generate and match content to digital platforms and customer types

- Understand video marketing
- Learn how to tell digital stories that engage customers

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
13 – 17 Sep 2027	Dar es Salaam, Tanzania	5 days	**US$ 2,100**
20 Sep – 1 Oct 2027	Dallas, Texas, USA	2 weeks	**US$ 6,660**
27 Sep – 1 Oct 2027	Dallas, Texas, USA	5 days	**US$ 3,700**

> Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

Participants will be able to:

- This training course gives attendees a thorough background in marketing strategy, both historically and in the online world.
- By the end of this training course, you will learn to:
- Understand how to create and develop a marketing strategy
- Develop a brand "voice" online
- Understand content generation to support business goals
- Create a fully executable and costed digital marketing plan for immediate implementation
- Craft specific offerings that resonate with key customer persona types online
- Learn how to remain digitally relevant to customers

WHO SHOULD ATTEND

Designed for

This training course gets to the very heart of what modern business is about. Anyone in the service or product industries can benefit from improving their digital marketing; the course may be of particular relevance to:

Brand managers · Marketing managers · Marketing executives · Communications managers · Business development professionals · Creative and advertising executives · Customer experience executives · Customer service agents · Investment professionals and venture capitalists

PROGRAMME

Course outline

Day 1: Strategic Marketing 101

- Strategic management
- Product positioning
- Situational analyses
- Marketing planning
- The concepts of marketing
- Market and customer segmentation
- Proposition building

Day 2: Marketing & Digital Strategies

- Choosing the right platforms for the right customer personas
- Finding your online voice
- Developing data-driven audience and campaign insights
- Campaign creation strategies
- Customer engagement techniques
- Integrating your core messages across multiple platforms
- What is content marketing?
- Creating relevant, compelling content
- Search Engine Optimisation (SEO)

Day 3: Marketing Innovation

- The science and practice of innovation
- Disruptive business models
- Applying marketing innovation to your marketing plans and efforts
- The creation of unique and compelling value
- Building compelling, innovation-led value propositions

Day 4: Optimal Brand Management

- The roles of the brand manager
- Project evaluation
- Brand strategies:
- Market positioning
- Pricing
- Channel choice and management
- Setting and managing success metrics
- Supporting the brand with creative insights

Day 5: CX — The Customer Experience

- Why the customer experience is crucial
- Mapping the customer journey and moments of truth
- Blending the online and real-world customer experience
- Understanding the mind of the customer
- Customer personas
- Matching propositions to personas

METHODOLOGY

How you will learn

This training course draws on a range of varied inputs, carefully blended to ensure maximum learning. It comprises a mixture of lecture, exercise, and workshop work, peer-review exercises, video presentations, case studies, and facilitated discussions. Several live cases are reviewed to show how leading practitioners are currently building their brands online.

Pre- and post-course tests and assignments help delegates embed the learning into their everyday practice. In each case, attendees are asked to review the online and social presence of leading exponents and critique them, comparing their own current online branding with that of competitors through the lens of engaging their chosen persona types.

IMPACT

The return on learning

For your organisation

- Organisations sending delegates to this training course can be confident their people are being trained comprehensively, and to a certified standard, in all aspects of marketing, including digital marketing. Delegates return with the skills, ideas, and tools to fully manage and innovate every aspect of the organisation's offering.

For you

- Understand strategy and planning
- Understand how to build successful brands
- Learn proven techniques for marketing successfully online
- Gain transferable skills that can be applied throughout their careers
- Learn how to use keywords, hashtags, and proven, ethical search engine optimisation strategies
- Learn how to innovate and manage all aspects of a brand's 5Ps, including in the digital realm

CERTIFICATION

Seya Capital certificate

Upon successful completion of the classroom-based training course, a Seya Capital Certificate will be awarded to delegates.

Upon successful completion of the online training course, a Seya Capital Certificate will be awarded to all delegates. Guided Learning Hours are awarded in accordance with ISO 9001:2015.

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Register or enquire

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