

cirvee

Digital Marketing Program

Duration: 3 Months (12 Weeks)
Mode: Physical & Virtual



Summary

Learn to plan, create, and manage digital campaigns that get real results — using tools, trends, and strategies that drive brand growth in today's online world.

Course Overview

The Cirvee Digital Marketing Program is designed to turn creative minds into digital strategists. Over 12 weeks, you'll learn how to plan, execute, and analyze campaigns that grow real brands — not just online followers. From understanding consumer behavior to mastering paid ads and AI-powered analytics, this course blends marketing psychology, design, and data to help you stand out in the digital economy.

You'll build strategies for Nigerian and global audiences, experiment with Meta Ads, Google Ads, and TikTok campaigns, and learn how to turn clicks into conversions.

Through projects, case studies, and real-world simulations, you'll gain the confidence to manage client campaigns, work in agencies, or even launch your own brand with measurable impact. Every lesson is practical, engaging, and focused on results — the Cirvee way.

Modules Overview

- 01. Introduction to Digital Marketing**
Learn the basics of marketing in a digital world — from trends to customer journeys.
- 02. Branding & Market Positioning**
Understand audience targeting and build a strong brand identity.
- 03. Content Marketing & Copywriting**
Write compelling content that drives engagement and sales.
- 04. Visual Storytelling & Design**
Master Canva and CapCut for eye-catching social media visuals.
- 05. Social Media Strategy (Organic Growth)**
Develop organic content plans and engagement strategies.
- 06. Community Building & Influencer Marketing**
Learn how to grow loyal audiences and leverage influencer partnerships.
- 07. Meta Advertising (Facebook & Instagram)**
Set up business pages, campaigns, and optimize ad performance.
- 08. Cross-Platform Advertising**
Explore Google Ads, TikTok, YouTube, and LinkedIn marketing.
- 09. Search Engine Optimization (SEO)**
Rank higher with practical SEO and local optimization skills.
- 10. Email Marketing & Automation**
Design effective campaigns using tools like Zoho, Mailchimp, and HubSpot.
- 11. Analytics & AI in Marketing**
Use Google Analytics 4 and ChatGPT for smarter data-driven decisions.
- 12. Capstone Project & Presentation**
Build a full campaign strategy, run ads, and present your portfolio.

Career Opportunities

After this program, you can work as a:

Digital Marketing
Strategist

Social Media Manager

SEO Specialist

PPC Advertising Manager

Content Marketing
Executive


Marketing Automation
Specialist




Stay Cirvee Tip

"Marketing isn't about selling products — it's about telling stories that connect with people."

Contact Us

 07047007055

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