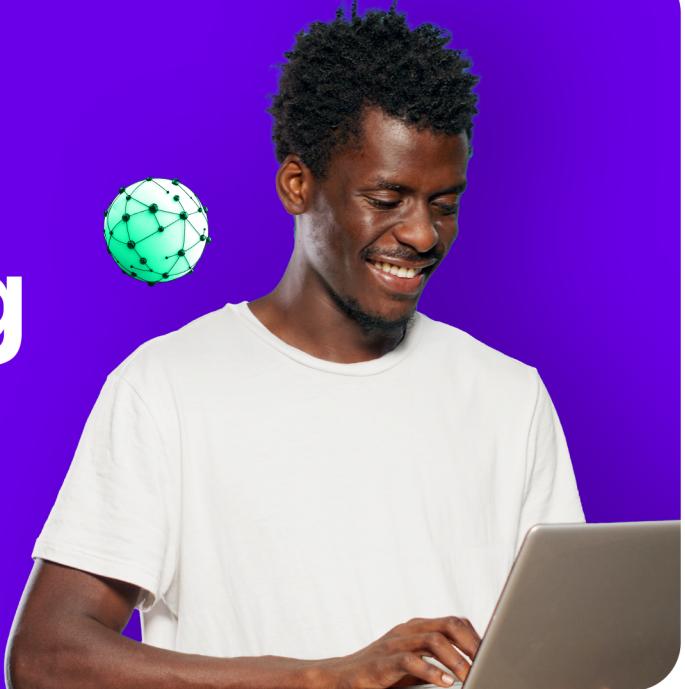


Digital Marketing Program

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

📍 “Cirvee” on google map

🌐 www.cirvee.com

Stay Connected

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YouTube: Cirvee Academy

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