



ROLASOFT PROFESSIONAL COMPUTER & IT
COURSES VERSION 2.0 LATEST

Diploma in Certified Digital Marketing

*Become a job-ready Digital Marketing in 6
months!*

Benefits of Studying Diploma in Digital Marketing with RolaSoft

✓ 1. Industry-Relevant Curriculum

Stay ahead with a syllabus designed by industry experts, focused on real-world applications of Digital Marketing.

✓ 2. Hands-On Training

Learn by doing — build real-time projects, develop applications, and gain practical experience.

✓ 3. Experienced Instructors

Gain insights from certified professionals and senior software engineers with years of teaching and industry experience.

✓ 4. Placement Assistance

Access job support services including resume building, mock interviews, and direct placement opportunities with partner companies.

✓ 5. Flexible Learning Modes

Choose between: **Online**, **Offline (at our center)**, or **Hybrid Classes**

Benefits of Studying Diploma in Digital Marketing with RolaSoft

✓ 6. Mini & Major Projects

Work on individual and group projects to strengthen your portfolio and impress future employers.

✓ 7. Certification Upon Completion

Earn a **Diploma Certificate** from **RolaSoft Technologies**, recognized by IT recruiters and employers.

✓ 8. Small Batch Size

Personalized attention and better interaction in small groups for an enhanced learning experience.

✓ 9. Affordable Fees & Installment Plans

Top-tier training at a reasonable cost, with flexible payment options.

✓ 10. Career-Oriented Skills You'll Gain at RolaSoft Technologies

RolaSoft ensures you're job-ready with the right tech stack and practical knowledge.

Diploma in Digital Marketing Course Details



Duration

Six (6) Months



Schedule

Weekdays / Weekends



Learning Modes

Online, Offline (at our center), or Hybrid Classes



Start Date

New batches start every month — enroll now!



Eligibility

No prior experience required

Digital Marketing Prerequisites

- ✓ Basic computer skills and an understanding of marketing concepts are helpful but not mandatory.

Diploma in Digital Marketing – Program Details

Program Overview

The **Digital Marketing** course at ***Rolasoft Technologies*** is an intensive 6-month program designed to introduce students to various aspects of digital marketing, including content marketing, SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media marketing, email marketing, analytics, and online advertising strategies. The course provides hands-on experience with popular digital marketing tools and techniques to help students build real-world skills in this field.

Students will also learn how to create effective online marketing campaigns, track and analyze data, manage customer relationships, and optimize marketing efforts to improve ROI (Return on Investment). By the end of the program, students will have a solid understanding of digital marketing strategies and will be prepared to launch or manage digital campaigns for businesses of all sizes.

Diploma in Digital Marketing Course Curriculum

Month 1: Introduction to Digital Marketing

✓ What is Digital Marketing?

(Overview of Digital Marketing and its Importance, Traditional vs Digital Marketing, Understanding Digital Marketing Channels and Techniques)

✓ Digital Marketing Strategy

(Defining Marketing Goals and KPIs, Creating a Marketing Plan and Strategy, Understanding the Buyer's Journey)

✓ Website Development for Digital Marketing

(Building and Managing Websites (WordPress, Wix, etc.), Introduction to Landing Pages and Funnels, Best Practices for Website Design & User Experience (UX))

✓ **Project:** Create a Digital Marketing Plan for a Sample Business

Diploma in Digital Marketing Course Curriculum

Month 2: Content Marketing and Copywriting

✓ Introduction to Content Marketing

(Understanding the Importance of Content in Digital Marketing, Types of Content: Blogs, Videos, Infographics, E-books, etc., Content Creation and Curation)

✓ Effective Copywriting

(Writing for the Web: Headlines, CTAs, and Persuasive Copy, Best Practices for Writing Blogs and Articles, Using Storytelling in Marketing)

✓ Content Distribution and Promotion

(Creating a Content Calendar, Promoting Content via Social Media and Email Marketing, Measuring Content Performance (Engagement Metrics, Analytics))

✓ Project: Develop a Content Strategy for a Website or Blog

Diploma in Digital Marketing Course Curriculum

Month 3: Search Engine Optimization (SEO)

✓ Introduction to SEO

(What is SEO and Why is it Important?, On-Page and Off-Page SEO Techniques, Technical SEO Basics)

✓ Keyword Research

(Tools for Keyword Research (Google Keyword Planner, SEMrush, etc.), Analyzing Competitor Keywords, Creating a Keyword Strategy)

✓ On-Page SEO

(Optimizing Titles, Meta Descriptions, and Headers, Image Optimization and Alt Text, URL Structure and Internal Linking)

✓ Off-Page SEO and Link Building

(Building Quality Backlinks, Guest Blogging, Social Media Signals, and Influencer Marketing)

✓ Project: Conduct an SEO Audit and Optimize a Web Page

Diploma in Digital Marketing Course Curriculum

Month 4: Social Media Marketing (SMM)

✓ Introduction to Social Media Marketing

(The Role of Social Media in Digital Marketing, Overview of Major Social Platforms (Facebook, Instagram, LinkedIn, Twitter), Social Media Marketing Strategy)

✓ Creating Engaging Content for Social Media

(Crafting Posts and Visuals, Hashtags, Tagging, and Geotagging, Understanding Engagement and Analytics)

✓ Paid Social Media Advertising

(Introduction to Social Media Ads (Facebook Ads, Instagram Ads, LinkedIn Ads), Creating and Managing Social Media Ad Campaigns, Budgeting, Targeting, and A/B Testing Ads)

✓ **Project:** Design a Social Media Marketing Campaign for a Product or Service

Diploma in Digital Marketing Course Curriculum

Month 5: Email Marketing & Marketing Automation

✓ Introduction to Email Marketing

(The Importance of Email Marketing in Digital Strategy, Building and Segmenting Email Lists, Types of Emails: Newsletters, Promotional, Transactional, etc.)

✓ Creating Effective Email Campaigns

(Writing Compelling Subject Lines and Copy, Designing Responsive Emails for Desktop and Mobile, Measuring Open Rates, Click-Through Rates, and Conversions)

✓ Marketing Automation Tools

(Overview of Email Automation Tools (MailChimp, HubSpot, ActiveCampaign), Setting Up Automated Email Sequences, Integrating Automation with CRM Systems)

✓ **Project:** Create an Email Marketing Campaign for a New Product Launch

Diploma in Digital Marketing Course Curriculum

Month 6: Analytics, Online Advertising & Career Preparation

✓ Web Analytics and Google Analytics

(Introduction to Web Analytics and Metrics, Understanding Google Analytics Dashboard and Reports, Setting Up Conversion Tracking and Goal Funnels)

✓ Google Ads and Paid Search Marketing (SEM)

(Introduction to Google Ads (Search, Display, and Video Ads), Creating and Optimizing Google Ads Campaigns, Understanding PPC (Pay-per-Click) and Bidding Strategies)

✓ Online Advertising on Social Media and Display Networks

(Advanced Facebook and Instagram Ads, Retargeting and Remarketing Strategies)

✓ Project: Run a Google Ads Campaign and Analyze Results

Tools & Technologies Used

Tools & Technologies Used for **Digital Marketing** Course are:

- ✓ **SEO Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs
- ✓ **Email Marketing Tools:** MailChimp, ActiveCampaign, HubSpot
- ✓ **Social Media Tools:** Hootsuite, Buffer, Sprout Social, Facebook Ads Manager
- ✓ **Google Ads & SEM:** Google Ads, Google Keyword Planner
- ✓ **Content Management:** WordPress, Wix
- ✓ **Analytics:** Google Analytics, Hotjar, Kissmetrics

Final Capstone Project (End of 6 Months)

Students will complete an **industry-level project** in **Digital Marketing**:

☒ **Project:** Run a Google Ads Campaign and Analyze Results (Capstone Project)

Digital Marketing Learning Outcomes

By the end of this course, students will be able to:

- ✓ Develop a comprehensive **digital marketing strategy** for businesses
- ✓ Create engaging **content** and utilize **copywriting** techniques for marketing
- ✓ Perform **SEO audits** and optimize websites for search engine ranking
- ✓ Run successful **social media campaigns** on platforms like Facebook, Instagram, and LinkedIn
- ✓ Implement **email marketing** campaigns and automate processes with tools like MailChimp
- ✓ Utilize **Google Ads** for paid search marketing and drive targeted traffic to websites
- ✓ Measure **marketing performance** using **Google Analytics** and adjust campaigns for better ROI

Certification Obtain

After completion of the program, the student will be awarded with a certificate:

Diploma in Certified Digital Marketing

The program also prepares students for industry certifications such as:

- ✓ Google Digital Marketing Certification
- ✓ Meta (Facebook) Digital Marketing Associate
- ✓ OMCP – Online Marketing Certified Professional
- ✓ Digital Marketing Institute (DMI) – Certified Digital Marketing Professional (CDMP)
- ✓ Simplilearn Digital Marketing Specialist Master's Program

Digital Marketing Career Opportunities

- ✓ Digital Marketing Executive / Specialist
- ✓ SEO Specialist / Manager
- ✓ Social Media Manager / Strategist
- ✓ Digital Marketing Analyst / Data Analyst
- ✓ Marketing Automation Specialist
- ✓ Web Analytics Manager
- ✓ Email Marketing Specialist

Who Should Take This Digital Marketing ?

Who Should Take This **Certified Digital Marketing** ?

- ✓ Aspiring digital marketers who want to build a strong foundation in online marketing
- ✓ Business owners and entrepreneurs who want to leverage digital marketing for their companies
- ✓ Marketing professionals seeking to expand their knowledge of digital tools and strategies
- ✓ Individuals looking for a career change into digital marketing
- ✓ Anyone interested in understanding the latest trends and tools in online marketing

Rolasoft Technologies Services

Rolasoft Technologies – Services Offered

✓ **SOFTWARE DEVELOPMENT COMPANY**

(MOBILE APPLICATION, WEB APPLICATION, DESKTOP APPLICATION, CUSTOMIZED APPLICATION, E-COMMERCE WEBSITE)

✓ **PROFESSIONAL COMPUTER AND IT EDUCATION**

(TOP-UP PROGRAMS, DIPLOMA PROGRAMS, CERTIFICATE PROGRAMS, TECH @ SCHOOL, CORPORATE PROGRAMS, SIWES PROGRAMS, CUSTOMIZED PROGRAMS)

✓ **DIGITAL ADVERTISING AND BUSINESS BRANDING**

(SOCIAL MEDIA MARKETING, EMAIL MARKETING, CONTENT MARKETING, WEBSITE SEO, BRANDED CLOTHING, STICKERS AND TAG, CUSTOM BRANDING, AND MANY MORE)

✓ **INTERNATIONAL UNIVERSITY ADMISSION PROCESSING**

(AMERICA, UK, CANADA, EUROPE, AFRICA, AND MANY MORE)

Contact & Registration

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Enroll Today & Start Your Digital Marketing Journey!
Shape your future with Digital Marketing.