



DIGITAL MARKETING

Analytics to Drive Captivating Content Marketing Campaigns

Certificate of Completion in Digital Marketing

Course Code: M039/25

Duration: 3 Days

Delivery Format: Hybrid

Target Audience:

- Owner
- Sale Crews

Program Outcomes:

Upon completion of this program, participants will be able to:

- Analyze customer needs within the automotive market and define clear, measurable marketing goals that align with business objectives.
- Develop a comprehensive digital marketing strategy, selecting appropriate platforms and tailoring content to reach target audiences effectively.
- Create engaging and relevant content across various digital platforms, utilizing storytelling and visual elements to capture audience attention.
- Set up and launch digital marketing campaigns on selected platforms, managing their execution and resource allocation.
- Track and analyze campaign performance using key metrics, interpreting data to assess effectiveness and identify areas for improvement.
- Optimize campaigns based on performance data and develop strategies for scaling successful marketing efforts to achieve long-term growth.

Detailed Syllabus

Module 1: Understanding Your Customers & Business Goals

Outcome: Participants will be able to analyze customer needs specific to the automotive context, align product offerings with those needs, and define clear, measurable marketing goals based on market understanding.

Topics:

- Mapping customer needs to product offerings: Commuters, enthusiasts, delivery riders, etc.
- Setting clear marketing goals: Awareness, store visits, sales
- Understanding the local market and competition

Activities:

- Analyzing provided text to identify customer needs for different segments.
- Mapping exercises linking vehicle features to identified customer needs.

Assessments:

- A written analysis demonstrating the understanding of customer needs for different segments.

Module 2: Creating a Digital Marketing Plan

Outcome: Participants will be able to select appropriate digital marketing platforms for Wee Advance Motor and develop a tailored content strategy for each to achieve specific marketing objectives.

Topics:

- Choosing the right platforms for the business:
- Google My Business: Enhance local discoverability
- Facebook & Instagram: For promotions and customer engagement
- WhatsApp Business: For direct communication
- Drafting a content strategy for each platform: what to post, when to post, and why

Activities:

- Platform-specific workshops focusing on the strengths and best practices for Google My Business, Facebook, Instagram, and WhatsApp in the automotive industry.
- Group exercises brainstorming content ideas suitable for each platform and Wee Advance Motor's goals.

Assessments:

- A documented rationale for the selection of specific digital marketing platforms.
- An outline of a content strategy for each chosen platform, including content types and posting frequency.

Module 3: Reading Comprehension & Understanding Customer Needs

Outcome: Participants will be able to create engaging and visually appealing content tailored to different customer segments and effectively highlight product features and customer success stories using basic content creation tools.

Topics:

- How to tell engaging stories for different audiences: Highlight product features (e.g., Yamaha bike performance).
- Share customer success stories
- Promote discounts and offers effectively
- Introduction to simple tools for creating content: Canva, CapCut, and InShot

Activities:

- Storytelling workshops focusing on automotive customer journeys.
- Practical sessions using Canva, CapCut, and InShot to create basic visuals and video edits showcasing Wee Advance Motor's offerings.

Assessments:

- Creation of sample visual content (image and short video) showcasing a Wee Advance Motor vehicle or customer story.
- A brief explanation of the storytelling approach used.

Module 4: Setting Up and Launching Campaigns

Outcome: Participants will be able to set up and launch basic marketing campaigns on Google My Business, Facebook, Instagram, and WhatsApp to reach target audiences with relevant information and offers.

Topics:

- Step-by-step guide to launching campaigns:
- Facebook/Instagram Ads: How to set up targeted ads
- Google My Business: Adding photos, updates, and promotions
- WhatsApp Business: Setting up catalogs and using broadcasts for offers

Activities:

- Hands-on workshops guiding participants through the process of setting up posts on Google My Business, basic ad campaigns on Facebook and Instagram, and broadcast lists on WhatsApp Business.
- Group exercises in defining target audiences for sample campaigns.

Assessments:

- A documented plan for a basic campaign on one of the selected platforms, including target audience and key message.
- Screenshots or a walkthrough of a simulated campaign setup.

Module 5: Tracking and Measuring Success

Outcome: Participants will be able to identify key performance metrics for digital marketing campaigns in the automotive industry and understand how to access and interpret basic analytics within each platform.

Topics:

- Key metrics to track: Engagement, clicks, inquiries, store visits
- Using free tools for measurement
- Facebook Insights
- Instagram Analytics
- Google My Business Insights

Activities:

- Exercises in identifying and interpreting key metrics from provided sample data.
- Discussions on how different metrics relate to the defined marketing goals.

Assessments:

- Identification of relevant key metrics for a specific Wee Advance Motor campaign goal.
- Interpretation of provided sample analytics data to draw basic conclusions about campaign performance.

Module 6: Optimizing for Long-Term Success

Outcome: Participants will understand the importance of continuous optimization based on performance data and the cyclical nature of effective digital marketing for long-term success.

Topics:

- Refining campaigns based on performance metrics
- Developing a repeatable monthly marketing cycle: Plan -> Execute -> Measure -> Improve

Activities:

- Case study analysis of how campaign data can inform optimization strategies.
- Group exercises brainstorming ways to improve underperforming campaign elements.

Assessments:

- Recommendations for optimizing a sample campaign based on provided performance data.
- An outline of a monthly marketing cycle for Wee Advance Motor.