

DIGITAL MEDIA TRAINING

DETAILED TRAINING AGENDA

SESSION 1:

INTRODUCTION & CONTEXT SETTING

ORIENTATION TO DIGITAL MEDIA

- Introduction to Digital Media
- Why care about Digital Media: Opportunities and Trends
- Introduction to key digital marketing techniques
- Key terminology used in digital marketing
- The Digital Media Mix
- Strategic overview of multiple concepts like SEO, SEM, content marketing, media planning, & social media
- Introduction to leveraging digital media in the news and media space

THE DIGITAL AUDIENCE IN AFRICA

- The state of digital media in Africa
- Understanding the digital audience
- Audience behavior on digital media
- Content consumption trends

CONTENT CREATION & PACKAGING FOR DIGITAL MEDIA

- Why content creation for social media is very different from content creation for traditional media
- Digital and mobile content creation best practices
- Creating images for digital media using online tools like Canva
- Creating animated GIFs using ezgif
- Enhancing and optimizing video content using free online editing apps like VivaVideo

SESSION 2:

INTRODUCTION TO CONTENT DISTRIBUTION ON SOCIAL MEDIA

- Overview of Social Media
- Introduction to all Social Media Channels (Facebook, Twitter, Instagram, LinkedIn, Snapchat & Pinterest) and their Primary audience characteristics, Business Objectives they are suitable for

DISTRIBUTING CONTENT THROUGH FACEBOOK – PART 1 – FACEBOOK PAGES & GROUPS

- Facebook Marketing Terminology
- How Facebook works - Understanding the Facebook Newsfeed Algorithm and key algorithm parameters
- Facebook Page Best Practices
- Analytics on Facebook
- Facebook Video Best Practices
- Facebook Live & 360 Video
- KPIs to measure success
- **Exercise – Finding what content is working and measuring content success through the Facebook Insights tool**

SESSION 3:

DISTRIBUTING CONTENT THROUGH FACEBOOK – PART 2 – FACEBOOK GROUPS & FACEBOOK ADVERTISING

- Leveraging Facebook Groups
- Facebook Groups Best Practices
- Introduction to Facebook Advertising
- Facebook ad campaign structure
- Audience Targeting on Facebook Ads – Promoting content to the right audiences
- Ad placements on Facebook
- The Facebook Pixel
- Custom and Lookalike audiences on Facebook
- Using Facebook Ads for effective and targeted content distribution
- The end-to-end process of creating a Facebook ad campaign
- Facebook ad campaign optimization
- **Exercise – Create a Facebook ad campaign promote a video to a specific relevant target audience**

SESSION 4:

USING FACEBOOK FOR AUDIENCE RESEARCH

- Using the Facebook Audience Insights tool
- **Exercise – Analyze an audience using the Facebook Audience Insights tool**

DISTRIBUTING CONTENT USING INSTAGRAM – PART 1

- Instagram for content distribution
- The Instagram Audience
- The Instagram feed algorithm
- The importance of hashtags on Instagram
- Finding the best hashtags to use
- Instagram Best Practices

SESSION 5:

DISTRIBUTING CONTENT USING INSTAGRAM – PART 2

- Analytics & Measurement on Instagram
- Instagram stories – The shift from scroll to stories
- **Exercise – Use the tools discussed to find the best hashtags to use for a particular post on Instagram**

LEVERAGING YOUTUBE FOR EFFECTIVE DISTRIBUTION OF CONTENT – PART 1 – YOUTUBE CHANNEL AND YOUTUBE SEO

- Video Marketing Trends
- Changing trends in video consumption
- Introduction to Video Advertising
- YouTube Video Best Practices
- Video SEO
- **Exercise – Optimizing an existing video on the YouTube channel from a YouTube SEO perspective**

SESSION 6:

LEVERAGING YOUTUBE FOR EFFECTIVE DISTRIBUTION OF CONTENT – PART 2 – YOUTUBE ADVERTISING

- Creating a YouTube ad campaign
- Audience targeting on YouTube
- Using YouTube for sequential content distribution
- YouTube ad types
- **Exercise – Creating an ad campaign on YouTube using Google Ads**

DIGITAL MEDIA AS A SOURCE OF REVENUE

- Overview of digital assets (like website, Facebook, Instagram, Email Database, Apps etc.) and different ways of using these as a source of revenue
- How radio channels can monetize digital media
- Monetization of various digital assets
- Branded Content
 - Reaches the specific audience
 - Connects with your audience
 - Creates engagement with audience
- Content Asset Monetization through sponsorships, subscription etc.
- Digital Monetization Case Studies

DISCUSSION, Q&A, FEEDBACK AND CLOSURE