Digital Campaign Management Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Digital Campaign Management is a high-impact, data-driven discipline that empowers brands to plan, execute, optimize, and scale omnichannel marketing campaigns across platforms such as Meta (Facebook & Instagram), Google Ads, TikTok, LinkedIn, and programmatic networks. In today's competitive digital economy, businesses rely heavily on performance marketing, conversion optimization, audience segmentation, and ROI-driven advertising strategies to reach the right users at the right time with precision targeting and personalized messaging. Digital Campaign Management Training Course equips learners with the essential skills to design and manage end-to-end digital campaigns that maximize engagement, lead generation, and revenue growth.

With the rapid evolution of AI-powered marketing automation, real-time analytics, customer journey mapping, and data-driven attribution models, digital campaign managers are now central to business success. This course provides hands-on exposure to Meta Ads Manager, campaign structuring, A/B testing, retargeting strategies, funnel optimization, and KPI tracking dashboards. Participants will learn how to transform raw data into actionable insights, optimize ad spend, and build scalable campaigns that deliver measurable business outcomes across diverse industries.

Programme Curriculum

Digital Campaign Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master end-to-end digital campaign lifecycle management
2. Understand Meta Ads Manager and paid social advertising strategies
3. Develop expertise in performance marketing and ROI optimization
4. Apply audience targeting, segmentation, and lookalike modeling
5. Build high-converting sales funnels and customer journey maps
6. Execute A/B testing and multivariate campaign experiments
7. Optimize Cost Per Click (CPC), Cost Per Acquisition (CPA), and ROAS
8. Implement retargeting and remarketing strategies across platforms
9. Use data analytics and campaign performance dashboards
10. Design multi-channel omnichannel marketing strategies
11. Leverage AI in digital advertising and marketing automation tools
12. Improve conversion rate optimization (CRO) techniques
13. Master campaign budgeting, scaling, and bidding strategies

Target Audience

1. Marketing professionals and digital marketers
2. Business owners and entrepreneurs
3. Social media managers
4. Media buyers and advertising specialists
5. E-commerce managers
6. Sales and growth strategists
7. Freelancers in digital marketing
8. Students and fresh graduates in marketing/business

Course Modules

Module 1: Digital Marketing Foundations

- Overview of digital ecosystem and channels
- Introduction to performance marketing
- Understanding marketing funnels
- Key metrics-CTR, CPC, CPA, ROAS
- **Case Study:** E-commerce startup scaling via Facebook Ads funnel strategy

Module 2: Meta Ads Mastery

- Campaign setup in Meta Ads Manager
- Ad objectives
- Budgeting and bidding strategies
- Audience creation and targeting tools
- **Case Study:** Fashion brand increasing sales by 3x using lookalike audiences

Module 3: Audience Targeting & Segmentation

- Demographic and psychographic targeting
- Custom audiences and remarketing lists
- Behavioral targeting techniques
- Buyer persona development
- **Case Study:** Real estate leads generated through hyper-local targeting

Module 4: Creative Strategy & Ad Copywriting

- High-converting ad creatives
- Copywriting frameworks
- Visual storytelling for ads
- Video ads vs static ads performance
- **Case Study:** SaaS company boosting CTR with storytelling creatives

Module 5: Funnel & Conversion Optimization

- Conversion funnel architecture
- Landing page optimization
- Lead nurturing strategies
- CRO techniques and heatmaps
- **Case Study:** Online course platform increasing signups by 45%

Module 6: Analytics & Performance Tracking

- Google Analytics and Meta Insights
- KPI tracking dashboards
- Attribution models
- Data interpretation for decision making
- **Case Study:** Retail brand optimizing ad spend using analytics insights

Module 7: Retargeting & Automation

- Retargeting strategies across platforms
- Email + ad automation integration
- Customer lifecycle marketing
- AI-based campaign optimization
- **Case Study:** Travel company recovering abandoned bookings via retargeting ads

Module 8: Scaling & Campaign Optimization

- Scaling winning campaigns
- Budget allocation strategies
- Bid optimization techniques
- A/B testing at scale

- **Case Study:** App marketing campaign scaling installs by 500% using ROAS optimization

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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