



Click to Customer: Digital Marketing Essentials Build Brands & Drive Results Online

Master digital marketing strategies that drive real results. From audience strategy to analytics, learn to build brands and measure ROI.

36 hours

Your Choice: Full Programme or Individual Modules

This is modular. Take the complete journey or select specific modules.
No prerequisites – start where you want.

FULL PROGRAMME (36 hrs)

- Complete digital funnel
- Best value: R11,249

SINGLE MODULE (12 hrs each)

- Focus on specific areas
- R4,312 per module

The Modules

Connect & Convert: Audience Strategy

4 classes × 3 hrs

- Digital marketing landscape
- Audience research & targeting
- Customer journey mapping
- Content strategy fundamentals

Strategic Socials: Campaign Planning

4 classes × 3 hrs

- Social media platform strategies
- Campaign planning & execution
- Content creation for social
- Paid advertising fundamentals

Metrics that Matter: Analytics & ROI

4 classes × 3 hrs

- Google analytics & tracking
- Social media metrics
- Campaign effectiveness measurement
- Data-driven decision making

Why Choose This Programme

Data-Driven

Measure, analyse & optimise.

Complete Strategy

Audience research to ROI.

Business Impact

Drive real, measurable results.

Current Tactics

Latest methods & tools.

2026 Pricing

BOOK YOUR SPOT

R1,000*

FULL PROGRAMME

R11,249

PER MODULE

R4,312

*R1,000 secures your place and is deducted from the cash price.

FUNDING OPTIONS AVAILABLE

Johannesburg Campus
 Tel: 010 591 7314

Pretoria Campus
 Tel: 012 361 0416

Stonridge Centre
 Corner Hereford and
 Modderfontein Roads
 Greenstone, Edenvale
 jhb@oakfieldscollege.co.za

Lynnridge Mall
 Corner Jacobson Drive
 and Lynnwood Road
 Lynnwood Ridge, Pretoria
 info@oakfieldscollege.co.za