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ACADEMY



A BRAND NEW DIGITAL EXCELLENCE ACADEMY LAUNCHING IN 2019

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EMPLOYEE INSIGHT



EMPLOYEES WANT TO BETTER THEIR FUTURE

Employees are looking to differentiate themselves in a highly competitive industry, and have a voracious appetite for upskilling themselves to create a better future.



BUSINESSES OWNERS WANT TO EMPOWER THEMSELVES & THEIR STAFF

Business owners often feel their marketing teams are too reliant on agency partners to direct their digital marketing strategy & wish their own staff were more digitally savvy.



THE QUESTION OF AFFORDABILITY



ONLINE COURSES ARE OFTEN UNAFFORDABLE

E-learning courses cost upwards of R12 000 per person, making it difficult for companies to train employees at scale, and equally challenging for individuals to fund their own studies.

INTRODUCING AN ALL NEW ELEARNING PLATFORM

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ACADEMY



UP TO THE MINUTE TRAINING MATERIAL AT A FRACTION OF THE COST

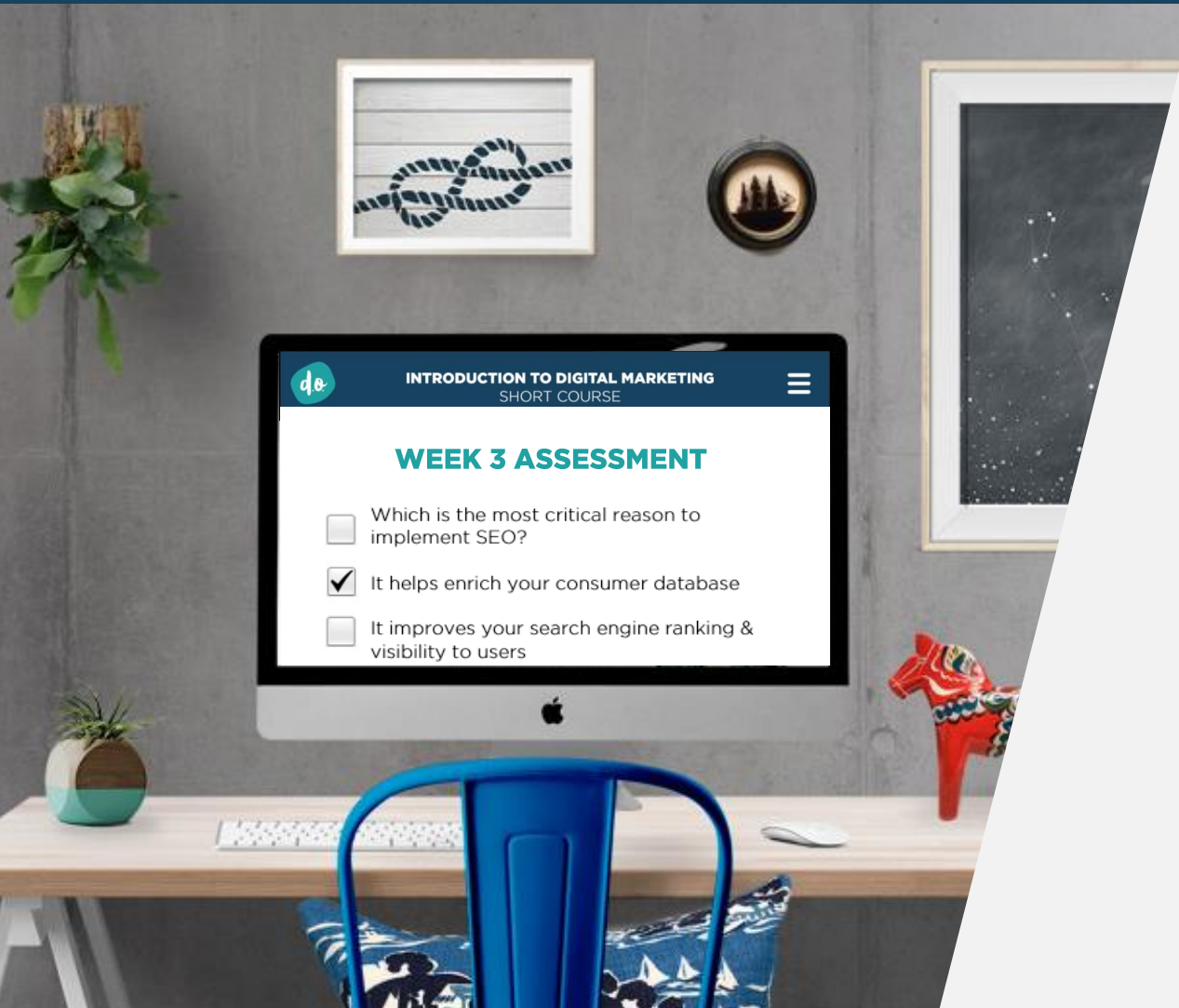


A DECADE OF DIGITAL, A FRACTION OF THE PRICE

Techsys Digital and V5 Digital have two decades of digital marketing experience combined. Both agencies continually upskill their own staff and support their clients on the digital learning curve.



IT ALLOWS OUR AGENCY TO REACH A BIGGER AUDIENCE



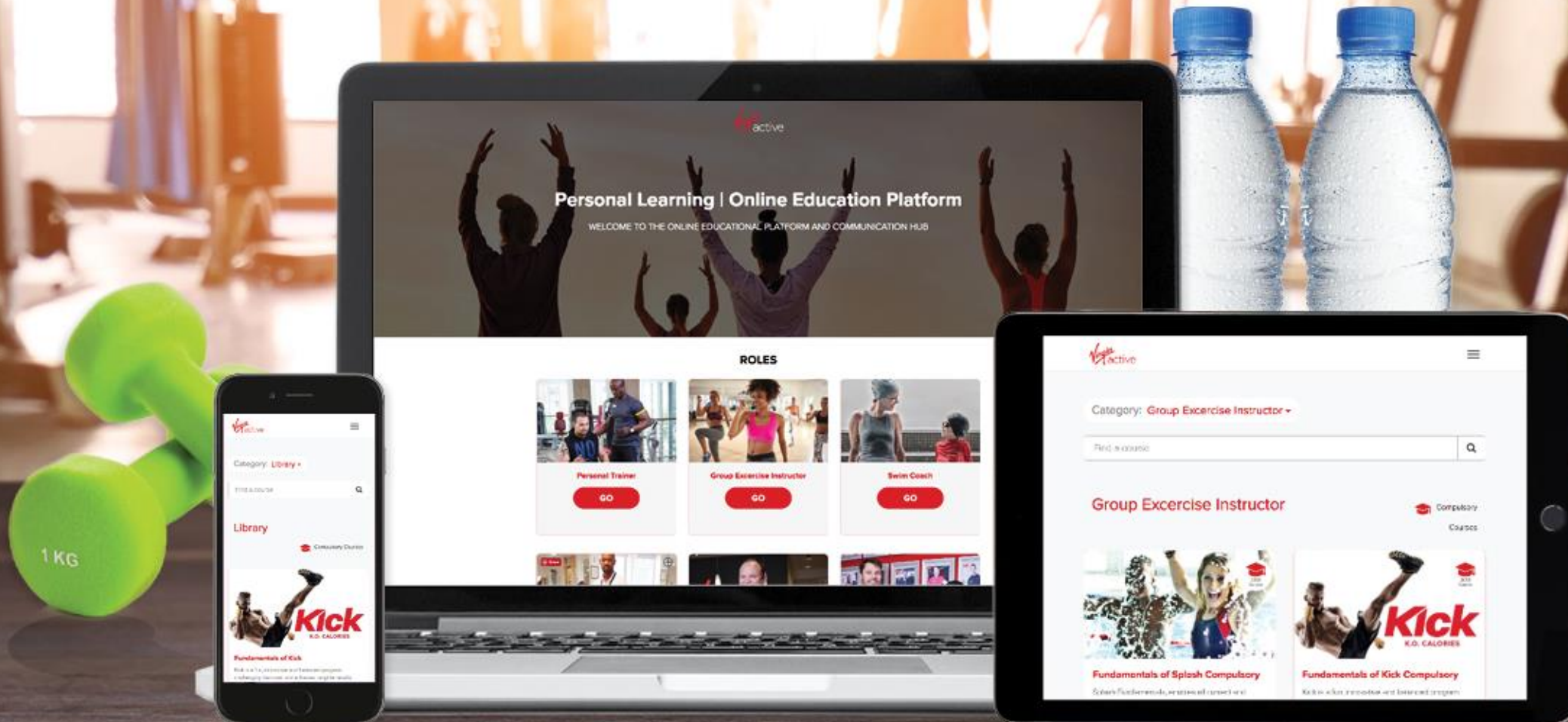
GREATER REACH, GREATER INSIGHTS

D.O. Digital Academy helps us create value not only for our agency clients but many more people too! Brand managers, digital marketers, business owners or students can now enjoy the same high quality content. The courses focus on demonstrating what best practise digital looks like and how to implement it.

AND INCREASE DIGITAL UNDERSTANDING IN SA EXPONENTIALLY!



CASE STUDY: VIRGIN ACTIVE LEARNING PORTAL



CASE STUDY: VITAL HEALTH ACADEMY

Vital



WE MAKE THE LEARNING PROCESS SIMPLE & FUN



USERS



Engaging course content & structured modules



Weekly assessments to ensure knowledge retention & support progress to final exam



Certification of Excellence



Post Course Rewards if selected by your company



MANAGERS



Enhanced autonomy in digital decision making across the organization



Improved agency relationships



Summary of team members performance & scores

COURSE WE ARE LAUNCHING IN 2019



INTRODUCTION TO SOCIAL MEDIA MARKETING SHORT COURSE



**1. Welcome & Social Strategy
101: The Basics.**



**2. Introduction to
Facebook & Paid
Media Options**



**3. Introduction to
Instagram &
Paid Media Options**



**4. Introduction to
Twitter & Paid Media Options**



**5. Introduction to
LinkedIn & Paid Media
Options**



**6. Optimizing & Measuring
Social Performance**



**7. Putting it all together in
a Social Media Strategy**



8. One Hour Exam



COURSE WE ARE LAUNCHING MIDDLE OF 2019



INTRODUCTION TO DIGITAL MARKETING SHORT COURSE



1. Welcome & Digital Marketing 101: The Basics.



2. The Basics of Social Media



3. Web Design, Development & SEO



4. Introduction to Paid Media



5. Mobile Marketing (SMS, USSD & Apps)



6. CRM Crash Course



7. Google Analytics: The Basics



8. Let's Recap! Digital Marketing Summary



9. One hour Exam





COMPETITORS

SOUTH AFRICAN COMPETITOR PRICING

A

COMPANY A

B

COMPANY B

**Introductory Digital Marketing
Course (10 weeks)**

R 13 100 per person per course

R 13 900 per person per course

**Introductory Social Media Course
(8 – 10 weeks)**

R 12 500 per person per course

R 13 500 per person per course

LAUNCH PRICING

LAUNCH PRICING



Introductory Social Media Course (8 weeks)

R2499 per person per course

Introductory Digital Marketing Course (8 weeks)

R2499 per person per course

Companies are eligible for a 20% discount when purchasing 5+ courses.

COMPANIES CAN PURCHASE UNIQUE COUPONS FOR THEIR STAFF IN BULK



coupons ☆

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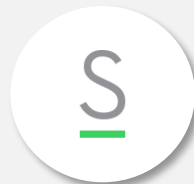
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AND COMPANIES CAN GIVE THEIR STAFF REWARDS ON COURSE COMPLETION



STAFF REWARDS

For successfully completing modules & passing the test, participants can be rewarded with vouchers chosen by your company.



WE CAN'T WAIT TO CERTIFY YOU!



DIGITAL CERTIFICATES

Upon finishing the course, each student receives a personalized certificate of completion.

GET IN TOUCH!



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