

Internet Business Development and Digital Marketing

This course teaches you how to set up different types of businesses on the Internet, gives you the ropes on digital marketing, and equips you to set up passive income streams that will fill your account with money.

Course Duration: 3 months

Teaching Mode: Instructor-led

Instructor: Okechukwu Ezekiel

Course Learning Objectives

- Affiliate Marketing: Developing your own affiliate marketing system and using other affiliate systems on the web
- Drop-shipping: The easiest and most profitable way to do drop-shipping, finding hot-selling products, creating content and marketing plan, developing your niche and connecting with customers
- Using AI to automate tedious tasks involving content writing and advertising script production
- eCommerce: Market vs Store (setup)
- Foreign digital business bank accounts (FCY)
- Local Domiciliary bank accounts (FCY)
- Foreign business Setup (LLC)
- Local Business Setup (CAC)
- Domains and Hosting
- Niche Based Content Marketing
- Search engine optimisation
- Email marketing and Automation
- Viral Marketing Systems Idea and Implementation
- Paid advertising and organic marketing techniques that work
- Business Security: Securing your web assets and keeping your business safe.
- Setting up your own social media platform and using social patterns to your business advantage
- Internet Business scaling strategies
- Communication and support services for your business customers
- Managing risk and settlements
- Video creation and editing for advertising on different media platforms: YouTube, FB, Instagram, LinkedIn, Twitter, WhatsApp...
- Selling part or whole of your business to starters or investors
- Finding and buying part or whole of businesses with success potential

Modules

- **Foundations**
 - Introduction to Internet Business Development
 - Business branding
 - Technology and tools of the trade
 - Domain name registration and web hosting
 - Website Setup and Management
 - Business Security on the Web
 - Local Business Setup (CAC)
 - Registration of Business name
 - Local domiciliary bank account (FCY)
 - Local currency business bank account
 - Foreign Business Setup (LLC)
 - Registration of Limited Liability Company in the USA
 - Foreign digital business bank account (FCY)
 - Introduction to Affiliate Marketing
 - Setting up your own system versus using already existing systems
 - Introduction to Dropshipping

- Introduction to Artificial Intelligence for Content Creation
 - Text to Speech for voiceover creation
 - Generating content for advertising (sales copy and video ads)
- Internet Business Scaling Strategies
- Video and Photo Editing for the web
 - Shooting high quality videos
 - Capturing high quality photos
 - Photo editing for web
 - Video editing
 - Generating transcripts from videos
- Tracking Business Performance on the Internet
- **Internet Business systems setup**
 - Business website setup
 - Personal Portfolio
 - Corporate
 - Blog website setup
 - Basic blog website
 - Auto-blogging
 - eCommerce Website setup
 - Building a web store
 - Building a web Market
 - Affiliate System Setup
 - Using an already existing affiliate networks
 - Building your own affiliate network
 - Dropshipping System Setup
 - Choosing a niche
 - Finding hot-selling products
 - Creating content for humans
 - Building a dropshipping system
 - Advert Publishing System Setup
 - Finding the right advertising platforms
 - Becoming a publisher
 - Setting up an advert publishing system
 - Social Media Website
 - Understanding social patterns
 - Building a social media website
- **Digital Marketing**
 - Content Marketing
 - Understanding content marketing
 - Videos, blogs, and social media posts
 - Social Presense
 - Facebook, Instagram, twitter, LinkedIn, WhatsApp and more...
 - Paid Advertising
 - Social: FB, Instagram, LinkedIn, WhatsApp...
 - Web: Google Ads, Propeller Ads...
 - Organic Marketing
 - Search engine optimization
 - Business Listing on the web
 - Building communities on the web
 - Viral Marketing
 - Refferals and word of mouth
 - Viral marketing automation
 - Viral marketing tools, setup and implementation

- Email Marketing and automation
 - Understanding email marketing
 - Email marketing automation
 - Email marketing tools, setup, and implementation
- **Communication and Support Services for your Customers**
 - Support and Ticketing System Setup
 - Real-time Live Chat Support System Setup
 - Managing Claims, Returns and Refunds
- **Buying and Selling Internet Based Businesses**
 - Selling Your Business
 - Preparations and Valuation
 - Presentation of performance analytics to potential buyers
 - Striking a good deal
 - Buying Businesses with Success Potential
 - Analysing the business
 - Creating connections with the owner
 - Developing and presenting your pitch
 - Striking a good deal