

Akhela OMS

LEARN ONLINE MARKETING IN JUST TWO(2) MONTHS

So you can market your business or do it for others. Very flexible and hands on Training.

COURSES;

- ✔ **Web Development** (USING CMS & Custom code), SEO, GEO, Email and e-commerce Marketing
- ✔ **Social Media Marketing** - leveraging AI
- ✔ **Content Creation** (Video, Photo & Graphics - leveraging AI)
- ✔ **Brand Design & Branding** (leveraging AI)
- ✔ **Paid Advertising** - Google Ads & more (leveraging AI)
- ✔ **Adavanced Digital Marketing**

ACTUAL FEE DISCOUNTED (LIMITED TIME)
UGX 1.2M **UGX 800K**

Certificates will be issued too.

Join
THIS MONTH'S INTAKE

Study Schedule
**ONLINE & PHYSICAL
DAY/LATE EVENING**

**SCAN CODE
TO REGISTER**



OR USE THE LINK BELOW

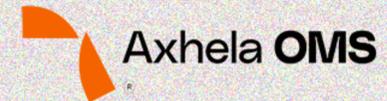
More details;

<https://school.axhela.com>
+256 762 179048

<https://school.axhela.com/apply-now>



COURSE STRUCTURE



WEB DEVELOPMENT (CMS & CUSTOM CODE), SEO, GEO + E-COMMERCE)

Course Goal: Enable students to build, optimize, and monetize websites.

Modules:

1. Introduction to Web Technologies (How the Web Works)
2. Domain, Hosting & Website Setup (Local & International)
3. HTML Fundamentals (Structure & Semantics)
4. CSS Fundamentals (Layouts, Responsiveness & Styling)
5. JavaScript Basics for Interactivity
6. WordPress CMS (Themes, Plugins & Customization)
7. Website Content Creation & Optimization(Blogs, Images, Videos etc)
8. Website Performance Optimization (Speed & UX)
9. Technical SEO (On-Page, Site Structure & Indexing)
10. Local SEO & Google Business Profile Optimization
11. E-commerce Setup (WooCommerce / Shopify Basics)
12. Payments Integration, Ai chatbots, & Visitor Tracking
13. Website Security, Maintenance & Client Handover
14. Tracking, Reporting & SEO Audits

DIGITAL CONTENT CREATION (VIDEO, PHOTO & GRAPHICS – LEVERAGING AI)

Course Goal: Create high-quality content for brands and businesses.

Modules:

1. Introduction to Digital Content Creation
2. Smartphone Photography & Videography for Marketing
3. Video Creation (Reels, Ads & Short-Form Content)
4. Camera operation, Lighting, Framing & Storytelling
5. Graphic Design Basics (Brand-Ready Designs)
6. Canva for Social Media & Ads
7. AI Tools for Design, Video & Editing
8. Content Calendars & Posting Strategy
9. Video Editing for Engagement (Hooks & CTAs)
10. Professional Video editing setups(Adobe Premier Pro, Capcut/ Filmora)
11. Branding Through Visual Content
12. Final project & Portfolio Building

SOCIAL MEDIA MARKETING (LEVERAGING AI)

Course Goal: Grow brands, generate leads & sales using social platforms.

Modules:

1. Social Media Marketing Fundamentals
2. Platform Mastery (Facebook, Instagram, TikTok, X, LinkedIn, YouTube, Pinterest and WhatsApp)
3. Content Strategy & Social Media Planning
4. Audience Research & Buyer Personas
5. AI for Content Ideas & Captions
6. Reels, Shorts & Viral Content Strategy
7. Community Management & DM Selling
8. Analytics & Performance Tracking and Social Listening
9. Influencer Marketing & Collaborations
10. Growth Hacks & Organic Reach Strategies
11. Social Media Monetization Models
12. Managing Social Media for Clients & Agencies

BRAND DESIGN & BRANDING (LEVERAGING AI)

Course Goal: Build strong, consistent and profitable Premium brands.

Modules:

1. Basics of Branding & Design Software and Tools(Canva, Adobe Suite, & Others)
2. Brand Identity Elements (Logo, Colors, Typography, elements, icons etc)
3. Brand Positioning & Messaging
4. Visual Branding Systems
5. AI Tools for Logo & Brand Design
6. Brand Voice & Tone Development
7. Brand Guidelines Creation
8. Personal Branding vs Business Branding
9. Rebranding & Brand Refresh Strategy
10. Design of Brand Printables (B.cards, Flyers, Brochures, etc)
11. Brand Consistency Across Channels

PAID ADVERTISING (GOOGLE ADS & MORE – LEVERAGING AI)

Course Goal: Run highly engaging, converting and profitable ads and scale businesses.

Modules:

1. Paid Advertising Fundamentals
2. Understanding Buyer Funnels
3. Google Ads Account Setup & Structure
4. Keyword Targeting & Match Types
5. Ad Copywriting That Converts
6. AI for Ad Copy & Campaign Optimization
7. Display, Search & YouTube Ads
8. Meta Ads (Facebook & Instagram), X ads, LinkedIn ads & Tiktok Ads
9. Budgeting, Bidding & ROAS
10. Tracking Conversions & Analytics
11. Scaling Winning Campaigns
12. Managing Ads for Clients & Agencies

ADVANCED DIGITAL MARKETING

Course Goal:

Train learners to plan, execute, analyze, and scale high-performing digital marketing campaigns using advanced strategies, data, automation, funnels, and AI.

Modules:

1. Advanced Digital Marketing Strategy
2. Buyer Psychology & Consumer Behavior
3. High-Level Content Strategy & Authority Building
4. Advanced SEO & GEO Optimization
5. Conversion Rate Optimization (CRO)
6. Advanced Paid Advertising & Media Buying
7. Marketing Automation & CRM Systems
8. Data Analytics, Tracking & Reporting
9. Growth Hacking & Experimentation
10. Advanced Sales Funnels & E-commerce Marketing
11. AI-Driven Digital Marketing Systems
12. Agency & High-Value Client Management

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