



Institute for Capacity Development (ICD)

50 KN59 Street, Q. Matheus Road, P.O. Box 545, Kigali, Rwanda. Website: www.cidtraining.com
Cell: +27603048492|Cell +264813866883| E-mail: coordinator@icdtraining.com

Public Relations and Digital Marketing

Course Objectives

On completion of the course, participants should be able to:

- Understand the fundamentals of public relations and its role in modern marketing.
- Integrate traditional PR strategies with digital marketing techniques.
- Develop skills in content creation, social media management, and online reputation management.
- Gain hands-on experience with digital marketing tools and platforms.
- Measure and analyze the effectiveness of PR and digital marketing campaigns.

Target Group

- Marketing professionals
- PR practitioners
- Business owners
- Digital marketers

Course Outline

- General Management Principles and Skills
- Introduction to Public Relations and Digital Marketing
- Evolution of PR and digital marketing.
- The role of PR in building brand reputation.
- Overview of the digital marketing landscape.
- Synergy between PR and digital marketing.
- Setting PR and marketing objectives.
- Identifying target audiences.
- Crafting key messages.
- Developing integrated communication strategies.
- Content Marketing and Storytelling
- The importance of storytelling in PR and marketing.
- Creating compelling content for different platforms (blogs, social media, videos, etc.).
- Content calendars and scheduling.
- Repurposing content for maximum reach.
- Social Media Marketing
- Overview of major social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok, etc.).
- Social media strategy development.

- Community engagement and management.
- Paid social media advertising (e.g., Facebook Ads, Instagram Ads).
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Basics of SEO: On-page, off-page, and technical SEO.
- Keyword research and optimization.
- Introduction to Google Ads (SEM).
- Measuring SEO and SEM performance.
- Online Reputation Management (ORM)
- Monitoring brand mentions and sentiment.
- Handling negative feedback and crises online.
- Building and maintaining a positive online presence.
- Tools for ORM (e.g., Google Alerts, Mention, Hootsuite).
- Email Marketing and Automation
- Building and segmenting email lists.
- Crafting effective email campaigns.
- Introduction to email marketing tools (e.g., Mailchimp, HubSpot).
- Automating email workflows.
- Influencer Marketing and Partnerships
- Identifying and collaborating with influencers.
- Measuring the ROI of influencer campaigns.
- Building partnerships for brand growth.
- Legal and ethical considerations in influencer marketing.
- Key performance indicators (KPIs) for PR and digital marketing.
- Tools for tracking and analyzing performance (e.g., Google Analytics, social media insights).
- Crisis Communication in the Digital Age
- Role of social media in crisis communication.
- Developing a crisis communication plan.
- Artificial intelligence (AI) in marketing.
- Ethical considerations in digital marketing
- Action Planning

Dates: 03rd – 14th March 2025

Duration: 2 weeks

Course Costs: US\$3150/delegate

Venue: Kigali, Rwanda