



ARRIGLEN
DIGITAL

ARRIGLEN MARKETING TRAINING LAUNCH



TRANSFORM YOUR BUSINESS WITH THE ARRIGLEN TRAINING!

Brian Opole
Grow your
Business



Faith Murungu
Explore Social
Media Essentials



Collins Daniel
Navigate Online
Advertising



For more information, contact;

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0115086595

www.arriglen.co.ke



TRAINING MODULES



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MODULE 1

BRANDING – Trainer: Brian

01. Branding Essentials

- The Role of Branding in Digital Success
- Defining Your Brand Identity
- Crafting a Unique Value Proposition

02. Visual Branding

- Creating a Memorable Logo
- Selecting Brand Colors and Fonts
- Designing Consistent Visual Assets

03. Content Branding

- Developing a Brand Voice and Tone
- Crafting Compelling Brand Stories
- Incorporating Branding into Content Strategy

04. Measuring Branding Success

- Key Branding Metrics
- Using Analytics to Assess Brand Performance
- Adapting Branding Strategies for Improved ROI

05. Brand Consistency Across Platforms

- Maintaining Brand Uniformity on Websites and social media
- Adhering to Brand Guidelines
- Ensuring Consistent User Experience



TRAINER
BRIAN OPOLE

MODULE 2

SOCIAL MEDIA ESSENTIALS – Trainer: Faith

01. Social Media Marketing

- Leveraging Social Media Platforms
- Crafting Engaging Content
- Managing Social Media Advertising

02. Online Reputation Management

- Monitoring Brand Mentions and Feedback
- Handling Negative Feedback and Crisis Management
- Building a Positive Online Reputation

03. Content Marketing

- Developing a Content Strategy
- Blogging and Content Creation
- Evaluating Content Performance

04. Brand Engagement and Loyalty

- Building Brand Trust
- Engaging with Your Audience
- Creating Brand Advocates

05. Building a Sustainable Digital Strategy

- Long-Term Digital Planning
- Adapting to Digital Trends
- Scaling Digital Presence and ROI

06. Email Marketing

- Building and Managing Email Lists
- Creating Compelling Email Campaigns
- Tracking Email Marketing ROI

TRAINER

FAITH MURUNGU



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MODULE 3

ONLINE ADVERTISING Trainer: Collins

01. Website Development

Creating an Effective Website
User Experience (UX) Design Principles
SEO Basics for Visibility

02. Mobile Marketing

Importance of Mobile Optimization
Mobile App Marketing Strategy
Mobile Advertising for SMEs

03. Online Advertising

Introduction to Online Advertising
Google Ads and Facebook Ads
Measuring ROI from Ad Campaigns

04. Analytics and Measurement

Tools for Analyzing Digital Performance
Interpreting Data for Business Decisions
Continuously Improving ROI

05. E-commerce and Online Sales

Setting Up an Online Store
Payment Gateway Integration
Maximizing Sales and ROI in E-commerce

06. Budgeting and Resource

Allocating Budget for Digital Marketing
Resource Allocation and Optimization
Calculating ROI and Cost-effectiveness

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ARRIGLEN TRAINING PRICING

1. Price for each short course
Ksh 15,000
2. 20% Early bird discount- Ksh 12000
each short course
3. Registration Fee- Ksh 3000
4. If you take up the three courses,
you get a 15% discount- Ksh 38,000

Mode of Payment:

PAYBILL - 600100

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