



MICT SETA accredited ACC/2011/07/066 Est. October 2003

## College Africa Group - Display Advertising Certification Training

Choose a career in **Display Advertising Certification Training** Certification!

This is one of the most sought after skill/technical knowledge required in digital/online marketing and advertising. ***Living in Africa? Earn US Dollars and reap the rewards when converting into your local currency.***

### Did you know?

- 92% of large companies spend on online marketing
- Marketing Specialist jobs to grow 41% this decade
- Online Marketing Managers are paid 16% more

### Course Features

- 8 High Quality Chapters
- 1.5+ hours of HQ E-learning
- 7 Test papers included
- Course Completion Certificate
- Comprehensive and Up-to-Date Content
- Money back GUARANTEE (T&C's apply)

**Join the world of Digital Advertising and Marketing - Discover your Potential!**

Sign up for this course [Now](#)

### **About Us**

**College Africa Group is the African Continent's authorised partner for Simplilearn**, the world's largest Certification Training Provider, with over 400,000+ professionals trained globally.

College Africa Group's goal is to inspire the African Continent and provide equal career opportunities for everyone to develop, so that they may **Discover their Potential** and maximise their earnings. Once the delegate has passed the **Display Advertising Certification Training** exam, their qualification is recognised anywhere in the World.

## **ABOUT THE COURSE**

Matt Bailey, Author, Speaker and Internet Marketing Trainer

- Founder and president of SiteLogic
- Author of “Internet Marketing An Hour A Day” and SOS! A CEO's guide to Digital Media
- Member of the Advisory Board for Incisive Media’s Search Engine Strategies Conferences
- One of the highest rates speakers with nearly 20 years in the online marketing industry.

## **What is Display Advertising Certification Training**

Display advertising via Google, Bing and others has allowed businesses of all sizes to compete in the digital market place and build their brands. The analytics that is available has the ability to track customer tendencies, provides a massive amount of data to drive decisions and deliver targeted web based advertising that is effective.

Display advertising is only one part of the Digital offering a business needs to offer. Content marketing, SEO and many other factors need to be integrated in order to deliver effective campaigns and generate leads, sales and ROI.

College Africa Group’s course on Display Advertising will provide the learner with the knowledge to correctly create effective display advertising.

Display advertising is an essential course for Display advertisers to learn how to work with and manage, third party agencies for Display campaigns.

## **Display Advertising Certification Training**

The Display Advertising Course from College Africa Group trains you to produce engaging display advertising campaigns. This course concentrates on the vital strategies, tactics and best practices that are required to create, monitor and deliver effective advertising and generate a positive ROI.

The Display Advertising course, is part of Digital Marketing and the course guides the participants to harness the power of the analytics that are available to create impressive digital campaigns.

Display Advertising is about generating effective campaigns that promote your brand. This is also achieved through generating Social Media blog posts, writing LinkedIn articles and creating content for Facebook posts, online journals, magazines, and even digital newspapers.

The Display Advertising course takes participants through all the fundamental aspects of Display Advertising from identifying avenues to developing campaigns, identifying keywords and measuring results. This course trains participants in the essentials of planning and executing Display Advertising activity as well as how to measure its impact.

Every business needs to improve the conversion rate on their site. As a certified Display Advertiser you need to be able to create fantastic, engaging and effective Display advertising in order to increase their conversion rate. Join the digital marketing world as a trained professional. Sign up [Now](#)

### Why is the course most sought-after?

**The Display Advertising Certification Training** course from **College Africa Group** skillfully trains you to become a professional to create effective Display Advertising campaigns. Learn how to convert the website traffic into sales and mine the huge amounts of data that are generated.

Almost every business has a digital footprint and billions of US Dollars are spent annually on Digital Advertising. Online trading is growing at a phenomenal rate.

Professionally certified Display Advertisers are well paid and can work anywhere in the World.

On completion and certification, the professional display advertiser will be able to;

- Deploy the latest techniques and strategies used for Display Advertising
- Gain insight as to how Display fits in the Digital Marketing System
- The reason why and when to use Display as a mode of Advertising.
- Most vital components of Display Advertising
- The importance of investing in Display Advertising
- Getting positive ROI on the ad spend.

Benefits gained from the Display Advertising course are:

- Digital marketing industry is expected to create half a million jobs within next 2 years and there is huge shortage of specialised professionals in this Industry. As a Display advertiser expert you will be prepared for job opportunities in the digital marketing industry.
- Employers are shifting toward freelance and contract workers to find the higher-level skillsets they need, rather than hiring full-time marketers. This trend open gates for domain experts from multiple industries to leverage their expertise effectively.
- *Professional expertise* gained in converting visitors to leads, helping to generate revenue.
- *Greater skill* at identifying crucial aspects to be applied/corrected to attract customers.
- *Increased trust and confidence from clients* by using this proven conversion strategy.
- *Knowledge* to create a powerful momentum resulting in a better conversion rate, increase in sales, revenues, and profits
- *Efficiency* with a methodology to help save time and maximise conversions at a lower cost
- CRO trained professionals are more valuable to affiliates and partners. Not only will they earn more, but so will their affiliates
- Conversion Rate Optimisation (CRO) is a proven, effective framework which assists professionals operating websites to convert received passing traffic by potential purchasers into leads or sales. An expert training in CRO techniques will prepare participants for plethora of job opportunities in digital marketing industry.

**CRO professionals are highly sought after! Get qualified now. [Sign UP](#)**

## What are the learning benefits of this Course?

The **Display Advertising Certification** training by College Africa Group provides essential knowledge in display advertising. By being certified as a Display Advertiser the professional gains the following benefits:

- Master click-through and conversion rate techniques
- Appropriate *campaign tactics* through strategy and methodology applied to gain the customers attention.
- write effective and engaging adverts
- Learn to capture more leads, and reduce bounce rates
- Understand the fundamentals on the various aspects of Display Advertising
- Master skills involved in designing Display Ads, various types of display ads and best practices
- Use the latest Target Strategies for display ads
- Learn about measurements and techniques regarding Display Ads

The **Display Advertising Certification Training** course by College Africa Group enables participants to gain expertise in converting visitors to sales or leads, hence generating revenue by writing and managing engaging adverts.

## What are the career benefits in-store for you?

- Earn US Dollars
- Companies are hiring experienced certified display advertisers.
- There is a great demand for Display advertisers. The certification immensely helps professionals to develop skills required to improve conversion rates. Recruiters who are looking for Professional Display advertisers.
- A globally recognised industry certificate, which validates professional knowledge on display advertising.
- Expertise to leverage skills to generate revenue through a systematic, repeatable framework of generating effective content.
- Opportunity to implement strategic objectives and techniques to convert visitors into sales, leads or promote campaigns.
- Recognition and success in utilising a conversion process proven to produce massive increases in conversion rates.
- Added value benefits to affiliates and partners.
- Enhanced employment opportunity in the Digital Marketing industry seeking professionals in this domain where growing demand from businesses relying on online marketing is immense.

## Who should do this certification?

The **Display Advertising Certification Training** course can be pursued by professionals who want to specialise in Digital Marketing and gain recognition in the digital marketing industry. This certification is best suited for:

- Copywriters and content writers
- Digital Marketers - Optimisation and Analytics Professionals
- Professionals seeking to increase profits for their online business
- Digital Marketers who use data driven approach to generate revenue
- Business owners – Entrepreneurs - Online Marketers
- Professionals in their early career - Marketing Professionals
- Bloggers - Graduates

**Choose a career in Display Advertising Certification Training and discover your potential now! It is online, it is simple, it is self-paced and waiting for you to [sign up](#).**

## **EXAM & CERTIFICATION**

At the end of the training, you can obtain the certification by passing the **Display Advertising Certification Training** examination.

### **What are the prerequisites for the certification?**

Professionals who want to pursue a career in **Display Advertising Certification Training** can pursue this certified course, and a brief overview of the Display Advertising course could be helpful to brush up the basics. Individuals are expected to have a fair idea on popular search engines and working knowledge of the MS Office suite which includes Word, Excel and PowerPoint.

For more information, contact Arnold at [sales@colleageafricagroup.com](mailto:sales@colleageafricagroup.com) or +27 (0)83 7784903.

### **Do you provide money back guarantee for the training programs?**

Yes! We do provide money back guarantee for some of our training programs. Contact [sales@colleageafricagroup.com](mailto:sales@colleageafricagroup.com) for more information.

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## Display Advertising Test

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