About AcceleratED

Will you have a career in 10 years? The pace of change in the job market is accelerating. Many jobs that were once considered secure are now at risk of being redundant. To remain competitive in such a dynamic environment, it's essential to stay ahead of the curve and ensure that your skills and knowledge are always up-to-date.

Our mission at AcceleratED is to future-proof your career so that you're able to thrive in a digital-first workplace. We empower career professionals like you with the skills and resources to stay ahead of the curve in today's rapidly changing job market, so that your career is safe and secure, today and in the future.

AcceleratED is a career accelerator by the Africa Digital Media Institute. Our programs are designed to accelerate professional development and future-proof your career. Whether you're an individual looking to boost your employability prospects or a business leader who wants to create a competitive brand and build a future-fit team, our innovative programs will make all the difference.

Mode Of Study

This is a hybrid course that offers a combination of both online and in-person teaching. This unique approach to learning allows you to experience the benefits of both traditional classroom instruction and the flexibility of remote learning.

Fees

KES 50,000

Accelerated

Building a future-fit workforce.

Contact us

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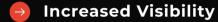@JoinAcceleratED

DIGITAL CONTENT CREATION

Become a Content Marketing Expert

In today's fast-paced digital world, the ability to create high-quality content and effectively market it is crucial for any business to succeed. Our course is designed to provide you with the knowledge and skills you need to develop a successful content marketing strategy and create engaging, high-quality content across a variety of digital platforms.

Throughout the course, you'll learn from industry experts and gain hands-on experience with a range of content creation tools and platforms. You'll discover how to create compelling blog posts, videos, social media content, and more, all while keeping your target audience in mind. With content marketing as part of the curriculum, you'll learn how to drive traffic to your website, boost engagement, and ultimately, increase sales.

Why Content Marketing?

→ Increased Visibility

Content marketing is an effective way to increase awareness and visibility of your personal brand and your company's brand. Through this course, you'll be able to create and distribute high-quality content that attracts and engages your target audience.

→ Enhanced Communication

Creating compelling content requires excellent communication skills, including writing, editing, and storytelling. You'll become more effective at conveying complex ideas and messages.

→ Stronger Online Presence

In today's digital age, having a strong online presence is crucial for businesses and professionals. By creating and distributing high-quality content, you will improve your online visibility and establish yourself as a reputable and credible source of information in your industry.

→ Improved Sales

Effective content marketing generates leads and improves sales. Quality content attracts and converts leads into sales.

→ Better Career Prospects

Professionals who have a strong understanding of content creation and marketing are in high demand across a range of industries, so taking this course will enhance your career prospects and open up new job opportunities.

→ Develop skills in different types of content creation

A content creation and marketing course will provide professionals with an opportunity to develop skills in various types of content, including blog posts, social media posts, infographics, videos, and more.

What you will learn:

Whether you are a beginner or an experienced marketer, our course is tailored to help you learn the best practices for creating and distributing content across various digital channels. In this course, you can expect to gain practical experience and insight into the world of content marketing. Here are some of the learning outcomes you can expect from this course:

- Understanding the principles of effective digital content creation, including storytelling, audience engagement, and content optimization.

- Developing skills in creating and managing different types of digital content, such as blog posts, social media posts, and video content.

- Learning to use various digital content creation tools and software, such as Canva, Adobe Creative Suite, and Hootsuite.

- Developing the ability to measure and analyze the effectiveness of content marketing campaigns using analytics tools like Google Analytics.

- Learning how to develop a content marketing plan that aligns with business objectives and target audience needs.

- Understanding how to collaborate with other professionals, such as copywriters, designers, and web developers, to create cohesive digital content.