

TECH STUDIO ACADEMY.

Program Syllabus · 6 Weeks

Digital Marketing Results Lab

Practical marketing strategy, Facebook advertising and responsible AI workflows — taught hands-on at Tech Studio Academy, Onipanu, Lagos.



Thursdays & Fridays



6 Weeks



Physical · Onipanu, Lagos



Certificate of participation



Tuition ₦150,000 · ₦90,000 to secure your place

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ABOUT THE PROGRAM

Learn to market with strategy, creativity and better tools

The Digital Marketing Results Lab is a six-week practical program at Tech Studio Academy. It teaches sound marketing principles first — then shows you how to use AI responsibly to work faster, explore more ideas and improve the quality of your work. You will learn with experienced instructors, practise on real tasks, and leave with a plan you can apply to your business, brand or career.

By the end, you'll be able to

- Identify and understand the people you want to reach
- Build a focused digital marketing strategy
- Plan and create content with a clear purpose
- Establish and market a business on Facebook
- Understand and plan Facebook advertising
- Create, monitor and improve campaigns with data
- Use AI responsibly to support the work

Who it's for

- Beginners who want a solid foundation without jargon
- Business owners marketing more strategically
- Entrepreneurs reaching customers online
- Freelancers strengthening their services
- Content creators tying content to objectives
- Aspiring digital marketers building real skills
- Marketing & communications team members

The 10 modules

The curriculum builds from foundations to live campaign work. Each module combines instructor-led teaching, demonstrations and guided practice.

1 Digital Marketing Foundations

Understand the role of digital marketing in attracting attention, building trust and moving customers towards action.

- ✓ The major digital marketing channels and how they work together
- ✓ The difference between awareness, engagement, leads and sales
- ✓ How customer journeys influence marketing decisions
- ✓ How to set practical marketing objectives
- ✓ Why strategy should come before tools and tactics

2 Understanding Customers & Target Audiences

Move beyond trying to market to "everybody" and focus on the people who matter.

- ✓ Identify your most relevant customer groups
- ✓ Understand needs, frustrations, motivations and objections
- ✓ Develop practical customer profiles
- ✓ Match your message to the customer journey
- ✓ Use insight to guide content and campaign decisions

3 Creating an Effective Marketing Strategy

Turn scattered marketing activities into a focused, workable plan.

- ✓ Set clear campaign objectives
- ✓ Select suitable digital channels
- ✓ Develop relevant offers and messages
- ✓ Connect content to business goals
- ✓ Prioritise with the time and resources available

4 Content Planning & Creation

Create content with a clear audience, purpose and next step.

- ✓ Choose useful content themes
- ✓ Generate content ideas more consistently
- ✓ Build a workable content plan
- ✓ Write clearer headlines, captions and calls to action
- ✓ Adapt content for different objectives
- ✓ Review content for relevance, clarity and credibility

5 Using AI Responsibly for Marketing

Learn where AI genuinely improves your workflow — and where human judgement remains essential.

- ✓ Support market and customer research
- ✓ Brainstorm campaign and content ideas
- ✓ Develop outlines and first drafts
- ✓ Improve headlines, captions and ad copy
- ✓ Summarise information and organise thinking
- ✓ Check AI work for accuracy, originality and brand fit

6 Facebook Page & Marketing Fundamentals

Build a stronger foundation for marketing on Facebook.

- ✓ The role of a Facebook Page in a business's presence
- ✓ How to structure essential Page information
- ✓ The fundamentals of organic Facebook content
- ✓ Align Page activity with marketing objectives
- ✓ Create clearer paths from content to enquiry

7 Facebook Advertising Basics

Understand what happens beyond the "Boost Post" button.

- ✓ How Facebook advertising is structured
- ✓ The relationship between campaigns, ad sets and ads
- ✓ Common campaign objectives and when they fit
- ✓ The basic components of an effective advert
- ✓ How budgets, placements and creative affect campaigns

8 Audience Targeting

Make more deliberate, accurate targeting decisions.

- ✓ Core audience characteristics
- ✓ Location, demographic, interest and behaviour factors
- ✓ Broad versus narrow targeting
- ✓ Matching audiences to offers and objectives
- ✓ Avoiding common targeting mistakes

9 Campaign Creation & Optimisation

Bring your strategy, audience and creative work together.

- ✓ Plan a campaign before setting it up
- ✓ Develop advertising messages and creative ideas
- ✓ Create campaign variations for testing
- ✓ Monitor performance and spot what needs work
- ✓ Make structured changes, not emotional reactions

10 Measuring Results & Data-Informed Improvements

Stop relying on likes, impressions or assumptions.

- ✓ Which results matter for different objectives
- ✓ How to interpret essential marketing metrics
- ✓ Compare performance against an objective
- ✓ Identify weaknesses in audience, offer, message or creative
- ✓ Use campaign data to guide the next decision

THE SCHEDULE

Your six-week learning journey

Classes hold every Thursday and Friday for six weeks. Time between sessions lets you review, complete practical exercises and apply ideas to your own goals.

WEEK 1

Understanding Digital Marketing

What digital marketing is and is not, the major channels, marketing objectives and customer journeys, and common beginner mistakes.

Practical focus: Clarify a marketing objective and map the journey you want customers to take.

WEEK 2

Customers, Audiences and Strategy

Identify relevant customer groups, understand their motivations, develop customer profiles, and build a focused strategy.

Practical focus: Develop a target-audience profile and a practical marketing strategy.

WEEK 3

Content Planning, Creation and AI

Plan content around customer needs, write clearer messages, and use AI for research, ideas and first drafts — kept human and credible.

Practical focus: Build a content plan and create campaign content with responsible AI support.

WEEK 4

Facebook Marketing Fundamentals

Establish a useful Facebook presence, master Page fundamentals and organic content, and connect content to enquiries.

Practical focus: Review or plan a Facebook Page and create content for a defined objective.

WEEK 5

Facebook Advertising and Audience Targeting

Campaigns, ad sets and ads, choosing an objective, audience-targeting fundamentals, advertising messages and budget basics.

Practical focus: Plan a Facebook ad campaign with a defined objective, audience and message.

WEEK 6

Measurement, Optimisation and Action Planning

Understand essential metrics, compare with objectives, test and improve campaigns, and turn learning into a next-step plan.

Practical focus: Review campaign information, recommend improvements and build your implementation plan.

THE OUTCOME

What you can expect to gain

- ✓ Approach digital marketing with greater clarity and structure
- ✓ Define your target audience more accurately
- ✓ Connect marketing activity to specific business objectives
- ✓ Develop a practical digital marketing strategy
- ✓ Plan relevant content more consistently
- ✓ Write clearer marketing messages and calls to action
- ✓ Use AI to reduce time spent staring at a blank page
- ✓ Give AI better instructions and review its output critically
- ✓ Understand Facebook marketing beyond posting or boosting
- ✓ Plan basic Facebook advertising campaigns
- ✓ Make more informed targeting decisions
- ✓ Create a realistic action plan for your new skills

Your investment

FULL TUITION

₦150,000

PAY NOW TO SECURE YOUR
PLACE (60%)

₦90,000

BALANCE TO PAY LATER
(40%)

₦60,000

You can pay the full tuition at once, or secure your place with the initial payment and clear the balance according to the agreed schedule. Students who complete the program receive a Tech Studio Academy certificate of participation.

Ready to secure your place?

Message Tech Studio Academy admissions on WhatsApp: **+234 805 671 3508**

Visit: **techstudioacademy.com**

Venue: Tech Studio Building, 1 Ogunlesi Street, Off Awoyokun Street, Onipanu, Lagos

This training provides skills, frameworks and guided practice. Your results will depend on factors such as your offer, market, implementation, budget, consistency and willingness to test and improve.