

KLICK FILM & DESIGN SCHOOL · ADDIS ABABA

Digital Marketing Course

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Learn the complete digital marketing toolkit in one month: social media strategy, Facebook, Instagram and TikTok ads, SEO, email and analytics, for the Ethiopian market. You finish with a campaign case study for your portfolio.

ETB 5,000

Full course fee

1 Month

3 classes a week, 2 h

Every 2 weeks

A new class starts

Certificate

Verifiable online

Marketing that gets results

Digital marketing is one of the fastest-growing careers in Ethiopia's digital economy. The course covers what agencies and brands actually do: plan content, run paid ads, grow audiences and report results to clients.

No experience needed. You are taught by working marketers and practise on the real platforms, with local targeting and creative for Ethiopian audiences. It suits beginners, business owners, social media managers and anyone moving into marketing.

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2,000+

students trained

~24 h

hands-on training

2

branches in Addis

By the end you can

- ◆ Plan and run a full digital marketing strategy for a brand
- ◆ Set up and optimise Facebook, Instagram and TikTok ad campaigns
- ◆ Grow social media audiences organically and with paid ads
- ◆ Measure campaigns and write professional client reports
- ◆ Work as a digital marketer at an agency, brand or NGO
- ◆ Market your own business or start a freelance practice

Software you will use

Meta

Ads Manager

GA4

Google Analytics

GSC

Search Console

Canva

Design

CapCut

Video

Mailchimp

Email

Your 4-week plan

3 classes a week, 2 hours each. Each stage ends with work you have made yourself.

WEEK

1

Fundamentals & Social Strategy መሰረቶች

Marketing funnels, the Ethiopian social media market, platform choice, content pillars, audience building.

You finish with: a content strategy for a brand

WEEK

2

Paid Advertising ማስታወቂያ

Facebook and Instagram ads setup, targeting, creative strategy, budget management, optimization.

You finish with: an ad campaign set up and targeted

WEEK

3

TikTok, SEO & Email TikTok እና SEO

TikTok algorithm and short-form growth; SEO basics, keyword research, email list building.

You finish with: a short-form and search plan

WEEK

4

Analytics & Client Work ሪፖርት እና ደንበኛ

Reporting, client presentation, campaign case study, portfolio and job preparation.

You finish with: a campaign case study, your portfolio and your certificate

Class times

Choose a time and days that fit your life. ሰዓቱ በኢትዮጵያ አቆጣጠር ነው።

ETHIOPIAN TIME	INTERNATIONAL	DAYS
3:00 – 5:00	9 – 11 AM	MWF or TTS
5:00 – 7:00	11 AM – 1 PM	MWF or TTS
7:00 – 9:00	1 – 3 PM	MWF or TTS
9:00 – 11:00	3 – 5 PM	MWF or TTS
11:30 – 1:30	5:30 – 7:30 PM	MWF or TTS
Weekend	Sat / Sun	Full-day sessions

MWF = Mon · Wed · Fri · TTS = Tue · Thu · Sat. Seats per class are limited; ask on WhatsApp which times have space.

What's included

One fee. No hidden costs.

- ◆ **Working marketers** as teachers, with feedback on your own campaigns
- ◆ **Built for Ethiopia:** local targeting, local platforms, local audiences
- ◆ **A campaign case study** for your portfolio and job applications
- ◆ **Klick certificate** with a unique number employers can check at klickschools.com/verify
- ◆ **Klick Konnect:** after you graduate, join the network where graduates meet employers and clients
- ◆ **Pay in full or in instalments.** Ask us about a payment plan before you enrol

Fees & packages

THIS COURSE

ETB 5,000

Digital Marketing · 1 month

PACKAGE

ETB 15,000

Graphic Design + Digital Marketing
· 3 months

ALSO POPULAR

ETB 5,000

Video Editing · 1 month

How to enrol · እንዴት እመዘገባለሁ?

1

Register online

Takes 2 minutes: scan the QR code or open klickschools.com/register.

2

Pay by Telebirr or CBE

Pay on the register page or on our Telegram bot @KlickSchoolBot and send your proof.

3

Start your class

We confirm your seat and your student ID. A new class starts every two weeks.

Your first campaign starts in two weeks.

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SCAN TO
REGISTER