IDOF SERVICES

Certified professional training

Digital Business & Marketing Manager

Digital marketing, business development, data & AI: a complete training to drive a company's digital growth, from strategy to execution.



210 hours of training

3 to 6 months → intensive or flexible

In-person & online → Cotonou, Benin

100% practical assessment + real project

Overview

Why take this training?

Digital has changed the way companies find their customers, sell their products and manage their growth. This training prepares professionals who can manage a company's entire digital chain: attracting prospects, converting them into customers, managing the relationship with a CRM, leveraging data and artificial intelligence, and structuring digital projects from A to Z.

Delivered by 2A-SIDOF SERVICES, a digital agency active in the field, the training relies on methods actually used in business rather than on theory disconnected from practice.

Objectives

What this training enables you to do

- Develop a digital marketing strategy and a customer acquisition plan
- Find, qualify and convert prospects into customers
- Master sales, negotiation and digital customer loyalty techniques
- Use a CRM and manage a sales pipeline
- Analyze data and KPIs and build dashboards
- Use artificial intelligence in a professional setting
- Set up simple automations to work more efficiently
- Take part in managing digital projects, from idea to delivery

Target audience

Who is this training for?

No IT background is required. The training is for anyone motivated to build solid digital expertise, whatever their starting point.

01 Working professionals who want to move their role toward digital

02 People changing careers

03 Entrepreneurs and business owners who want to lead their own digital strategy

04 Sales professionals and Business Developers who want to integrate digital into their practice

05 Marketing or communications managers already in the role

06 Recent graduates preparing to enter the job market

07 Freelancers who want to broaden their skills and service offering

Only one prerequisite: motivation

No computer science degree or prior technical experience is needed. The program is designed to bring every participant, whatever their starting level, to an operational professional level.

Program → 210 hours

A path designed as a progression

Each module builds on the last: understand the digital environment, attract and convert prospects, manage customer relationships, optimize with AI, then structure and deliver a real project.

1. **Digital environment & professional tools** — 25 H

Getting to grips with essential digital tools and how the digital ecosystem works, to build solid foundations before getting to the heart of the matter.

2. **Digital marketing & acquisition** — 35 H

Marketing strategy, social media, SEO and online advertising: how to attract the right prospects in the right place.

3. **Business Development & digital sales** — 35 H

Prospecting, negotiation, sales and loyalty techniques: turning the prospects you generate into customers.

4. **CRM, Data & Business Intelligence** — 30 H

Customer relationship management, data structuring and reading performance indicators.

5. **Artificial intelligence & automation** — 30 H

Professional use of AI and setting up automations to boost day-to-day productivity.

6. **Digital project management** — 25 H

Methods and tools to structure, plan and manage a digital project from start to delivery.

7. **Professional project & defense** — 30 H

Applying everything learned to a real project, presented to a jury at a final defense.

Skills acquired

What you will be able to do at the end

- Build and execute a complete digital marketing strategy
- Generate, qualify and convert prospects into customers
- Negotiate, sell and build loyalty in a digital context
- Run a CRM and manage a sales pipeline day to day
- Read and use data to guide decisions
- Integrate artificial intelligence into concrete professional tasks
- Automate repetitive tasks to work more efficiently
- Structure, plan and deliver a digital project end to end

A training to make you operational, not just certified

After the 210 hours and the final project, you are able to work directly in digital business and marketing, in a company, as a freelancer, or as an entrepreneur.

Practical details

How the training works

Duration

210 hours of training

Format

In-person in Cotonou and online

Pace

3 months in intensive format
or 6 months in flexible format

Schedule

Daytime, evening or weekend,
depending on your availability

Teaching method

Learning by doing

Structured lessons, demonstrations, exercises, case studies, professional simulations and individual and team practical work. Each concept is put into practice concretely before moving on to the next.

Assessment

100% practical

No written theory exam. Assessment is based entirely on practice: hands-on exercises, case studies, continuous assessment and a real professional project, presented orally at the end of the program.

Certification

A professional training certificate "Digital Business & Marketing Manager" is awarded by 2A-SIDOF SERVICES upon completion of the program, subject to successful assessments.

Career opportunities

Careers open to you after the training

- Digital Business Developer
- Business Developer
- Digital Marketing Specialist
- Digital Marketing Manager
- Account Manager
- Customer Success Manager
- CRM Specialist
- Growth Marketing Specialist
- Marketing Automation Specialist
- Digital Project Coordinator
- Digital Project Officer

Continue with 2A-SIDOF SERVICES

The most promising profiles may be invited to collaborate with 2A-SIDOF SERVICES on real client projects after the training, a concrete opportunity to put into practice what they have just learned.

Investment

Your training, your career

Training fee

450,000 FCFA

Complete 210-hour training, mentoring, course materials, final project and certificate included.

Payment terms	Pay in full or in 3 installments
Sessions	Enrollment open all year round
Registration	Simply contact us on WhatsApp

Ready to start your digital transformation?

Contact us now to enroll or to get more information about the Digital Business & Marketing Manager training.

Book my spot on WhatsApp

WhatsApp / Registration

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