

SKILLTECH ACADEMY PRESENTS

Digital Marketing Mastery.

Strategize, Execute & Scale Profitable Marketing Systems

One-on-one mentorship that turns learners into revenue-driving marketers running real, measurable campaigns.

Kenya-Focused • Globally Relevant • 1:1 Mentorship

SKILLTECH ACADEMY ADMISSIONS • CALL 0797931551



Strategy first. Results you can measure.

Hands-on Mentorship

Work one-on-one with a trainer who reviews your campaigns, sharpens your strategy, and keeps you shipping weekly.

Data-Driven Systems

Build repeatable content, ad, and email systems measured by leads, sales, and ROI — not vanity likes.

Kenyan Market, Global Craft

WhatsApp, M-Pesa and local buyer behaviour combined with global marketing best practice to grow any brand.

Built for people who want to drive real revenue.

- Business owners marketing their own brand
- Freelancers building a marketing service
- Students launching digital marketing careers
- Creators turning audiences into revenue
- Professionals upskilling into marketing

Not for you if...

- You want viral hacks without strategy
- You won't complete practical assignments
- You can't commit weekly time to build
- You expect results without running campaigns

Ten modules. Strategy to scale.

01

Marketing Foundations & Strategy

Map the marketing funnel, research your market, set KPIs, and build a clear 90-day plan.

02

Brand Positioning & Messaging

Define your ideal customer, sharpen your offer, and craft messaging that stands out.

03

Content Marketing & Copywriting

Write hooks, captions, and sales copy with AI, and plan content calendars that convert.

04

Social Media Marketing

Grow TikTok, Instagram, Facebook, and LinkedIn audiences with organic strategies and reels.

05

Paid Ads: Meta & Google

Launch, target, and budget profitable ad campaigns on Meta, Google, and TikTok.

06

SEO & Search Visibility

Rank websites and Google Business Profiles with keyword research and on-page SEO.

07

Email & WhatsApp Marketing

Build lists, broadcast campaigns, and nurture sequences that turn contacts into buyers.

08

Funnels & Automation

Design landing pages and automated funnels that capture, follow up, and close leads.

09

Influencer & Affiliate Marketing

Partner with creators and affiliates, negotiate deals, and track referral revenue.

10

Analytics, Optimization & Scale

Read GA4 and ad dashboards, A/B test, report ROI, and scale winning campaigns.

You don't just learn. You build.

01 Strategy — Research your market, define your audience, and plan a campaign with your mentor.

02 Build — Create live assets: ads, content, landing pages, and email flows.

03 Launch — Run real campaigns with real budgets and track every lead.

04 Optimize — Read the data, cut what fails, and scale what converts.

Every assignment is mandatory — completing them is how you graduate.

Choose your pace and depth.

Starter

KES 2,500

- 4 weeks
- Modules 1–4: strategy, brand, content, social
- Best for beginners

RECOMMENDED

Professional

KES 4,000

- 8 weeks
- Modules 1–8 incl. paid ads, SEO, email & funnels
- Best balance of speed and depth

Advanced

KES 6,000

- 12 weeks
- All 10 modules incl. influencer, analytics & scaling
- Best for career marketers

Learn where you work best.

SkillTech Centre

In-person, one-on-one campaign sessions at our training centre with full equipment support.

Live Online

Real-time mentorship via video call with screen-shared ad accounts — join from anywhere.

Private Location

Your trainer comes to an approved home or office location of your choice.

Sessions: 2–3 per week, 2 hours each, scheduled around you.

Payment: deposit to reserve, balance in agreed instalments via M-Pesa or bank.

Earned by results, not attendance.

- Complete all mandatory assignments
- Pass practical campaign assessments
- Run a live campaign with measurable results
- Present a performance report & scale plan

Top performers unlock advanced mentorship, agency collaboration, and client referral opportunities.

Five steps to your first session.

- 01 Submit your application
- 02 Marketing goals consultation call
- 03 Choose your package and mode
- 04 Pay deposit to secure your spot
- 05 Get assigned your personal trainer

Seats are limited.

Apply early — your deposit locks in your trainer and preferred schedule.

Admissions: 0797931

Walk out a revenue-driving marketer.

- A clear brand and marketing strategy
- Content and copy that converts
- Profitable paid ad campaigns
- SEO, email and WhatsApp systems
- Automated lead-to-sale funnels
- Analytics reports and a scaling playbook

Apply today.

Call SkillTech Academy
Admissions on 0797931551, pay
your deposit, and start running
real campaigns.