Content Marketing and Storytelling for African Brands

Sales and Marketing

Course Overview

Content Marketing and Storytelling for African Brands: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Content Marketing and Storytelling for African Brands
- Apply practical tools and techniques for Content Marketing and Storytelling for African Brands in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Content Marketing and Storytelling for African Brands in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Content Marketing and Storytelling for African Brands: principles, terminology and context
2. The business case: why Content Marketing and Storytelling for African Brands matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Dar es Salaam	**$1,395**
23 to 27 Nov 2026	Gaborone	**$1,395**
7 to 11 Dec 2026	Kigali	**$1,395**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.