

Digital Marketing and WhatsApp Led Customer Engagement

Customer Service Management

Course Overview

Digital Marketing and WhatsApp Led Customer Engagement: 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 Digital Marketing and WhatsApp Led Customer Engagement
- Apply practical tools and techniques for Digital Marketing and WhatsApp Led Customer Engagement in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Digital Marketing and WhatsApp Led Customer Engagement in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Digital Marketing and WhatsApp Led Customer Engagement: principles, terminology and context
2. The business case: why Digital Marketing and WhatsApp Led Customer Engagement 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)
21 to 25 Sep 2026	Windhoek	\$1,550
28 Sep to 2 Oct 2026	Dar es Salaam	\$1,395
5 to 9 Oct 2026	Online	\$750

19 to 23 Oct 2026	Pretoria	\$1,395
26 to 30 Oct 2026	Gaborone	\$1,450
2 to 6 Nov 2026	Kigali	\$1,650
9 to 13 Nov 2026	Cape Town	\$1,395
23 to 27 Nov 2026	Lusaka	\$1,650
30 Nov to 4 Dec 2026	Maputo	\$1,395
7 to 11 Dec 2026	Johannesburg	\$1,395

LTC Consultants

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