

Podcast and Audio Marketing for African Brands

Sales and Marketing

Course Overview

Podcast and Audio Marketing for African Brands: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Podcast and Audio Marketing for African Brands
- Apply practical tools and techniques for Podcast and Audio Marketing for African Brands in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Podcast and Audio Marketing 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. Setting the scene: Podcast and Audio Marketing for African Brands in today's organisation
2. Key concepts and the language of Podcast and Audio Marketing for African Brands
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Podcast and Audio Marketing for African Brands with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
28 Sep to 2 Oct 2026	Online	\$750
5 to 9 Oct 2026	Pretoria	\$1,395
19 to 23 Oct 2026	Gaborone	\$1,650
26 to 30 Oct 2026	Kigali	\$1,450
2 to 6 Nov 2026	Cape Town	\$1,450
9 to 13 Nov 2026	Lusaka	\$1,650
23 to 27 Nov 2026	Maputo	\$1,550

30 Nov to 4 Dec 2026

Johannesburg

\$1,550

LTC Consultants

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