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)
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**

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