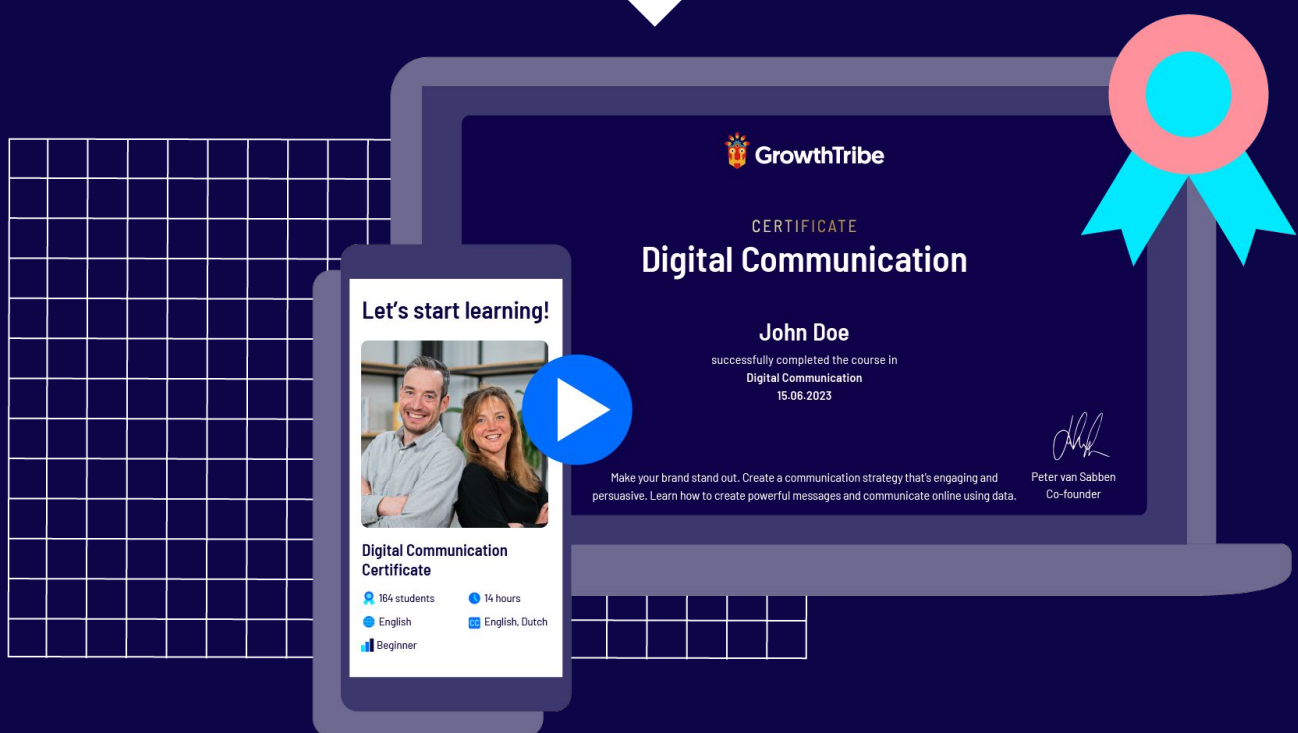


Digital Communication Certificate

Drive results! Harness the power of storytelling to increase your online presence and authority.

Make your brand stand out



The image shows a laptop screen displaying a certificate from GrowthTribe. The certificate is for John Doe, who successfully completed the course in Digital Communication on 15.06.2023. The certificate is signed by Peter van Sabben, Co-founder. A blue play button icon is overlaid on the certificate. To the left of the laptop, a smartphone displays a course card for the Digital Communication Certificate. The card features a photo of a man and a woman, a play button, and course details: 164 students, 14 hours, English, English, Dutch, and Beginner level. A red ribbon with a blue circle is attached to the top right corner of the laptop screen.

GrowthTribe

CERTIFICATE

Digital Communication

John Doe
successfully completed the course in
Digital Communication
15.06.2023

Make your brand stand out. Create a communication strategy that's engaging and persuasive. Learn how to create powerful messages and communicate online using data.

Peter van Sabben
Peter van Sabben
Co-founder

Let's start learning!









Digital Communication Certificate

- 164 students
- 14 hours
- English
- English, Dutch
- Beginner

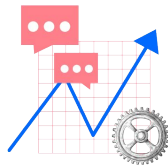
Digital Communication Certificate

Drive results! Harness the power of storytelling to increase your online presence and authority. Learn to write effective and data-informed copy, build a strong brand identity, and develop a strategic communication plan to reach and engage your target audience.

Course format

 18 - 20 h	 No prerequisites
 Self-paced	 Join as a team
 € 995	 6 Modules
 Certificate of Completion	 Blended

Why Digital Communication?



In demand 2023 skill

Growing need for individuals proficient in digital communication techniques and approaches, in various roles and sectors.



Stay Competitive

Digital continues to drive global ad-spend. Thus, digital communication skills are critical for greater reach and engagement with your target audience online.

Who is this course for?

- This course is ideal for professionals in marketing, public relations, journalism, or social media management who aim to enhance their expertise and proficiency in digital communication strategies and tactics.
- Individuals looking to transition into a career in digital marketing, social media, PR, or media and communications.
- Business owners or entrepreneurs who want to build a brand and stand out from the crowd.

What can you expect to learn?

- Learn to effectively communicate in today's digital landscape. Through the use of various digital tools and platforms, students will learn how to write persuasive and SEO-optimized copy.
- The course will cover how to use data to inform digital communications, and how to build a strong brand identity that communicates a company's values. Students will learn how to plan and execute a strategic communication plan and how to use insights to refine and improve their actions for maximum impact.

Curriculum Overview

Module 1 - Persuasive Communication in the Digital Age

Critically analyse digital assets and online messaging with reference to communication theory, paying special attention to influential strategies.

Module 2 - Crafting Effective Content

Develop your short-form copywriting, integrating SEO-savvy writing techniques and frameworks. Refine your editing skills, and exploring innovative technological tools such as ChatGPT and AI

Module 3 - Data-Informed Digital Communications: Knowing and Impacting Your Audience

Integrate customer data with user personas to customise messaging and to support marketing campaign decision, such as localisation and A/B testing.

Module 4- Building Brand Identity: Communicating your Value and Values

Learn digital storytelling techniques which will help you build your brand identity and voice across various channels.

Module 5 - Planning and Executing Strategic Communications

Develop a clear and actionable digital communications plan, including specific tactics, channels, timelines, and metrics for success.

Module 6 - Reflecting and Refining: Using Insights to Strengthen your Actions

Optimize communication strategy and performance through systematic testing and review feedback loops.

Industry Experts



Ryan Miller

Writer and Communications Coach

Dedicated to creative communication, with a primarily focus on assisting individuals and companies communicate more effectively, both online and in real life.



Lou Benders

Senior Content Strategist

Most excited about achieving goals through content, working on anything content-related from full-blown strategies and content management to microcopy.

Core Skills

Copywriting

SEO-optimised copy

AI for Content Creation

A/B message testing

Data Tracking

Actionable Communication plan

Customer Journey Mapping

Testimonials



Rik De Vitte
Growth Hacker



Attending a Growth Tribe course is like going on a learning roller coaster. Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!



Meagan Cedarbaum
Product Manager



Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

Your Investment

Choose what's right for you

Key Features

Professional Certificate

Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

×

75+

Bi-weekly Microlearning

×

✓

Downloadable Resources

×

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

×

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

×

4

Exclusive Senior Leaders
Community

×

✓

Looking for more than just a Certificate?

Discover our **Membership**

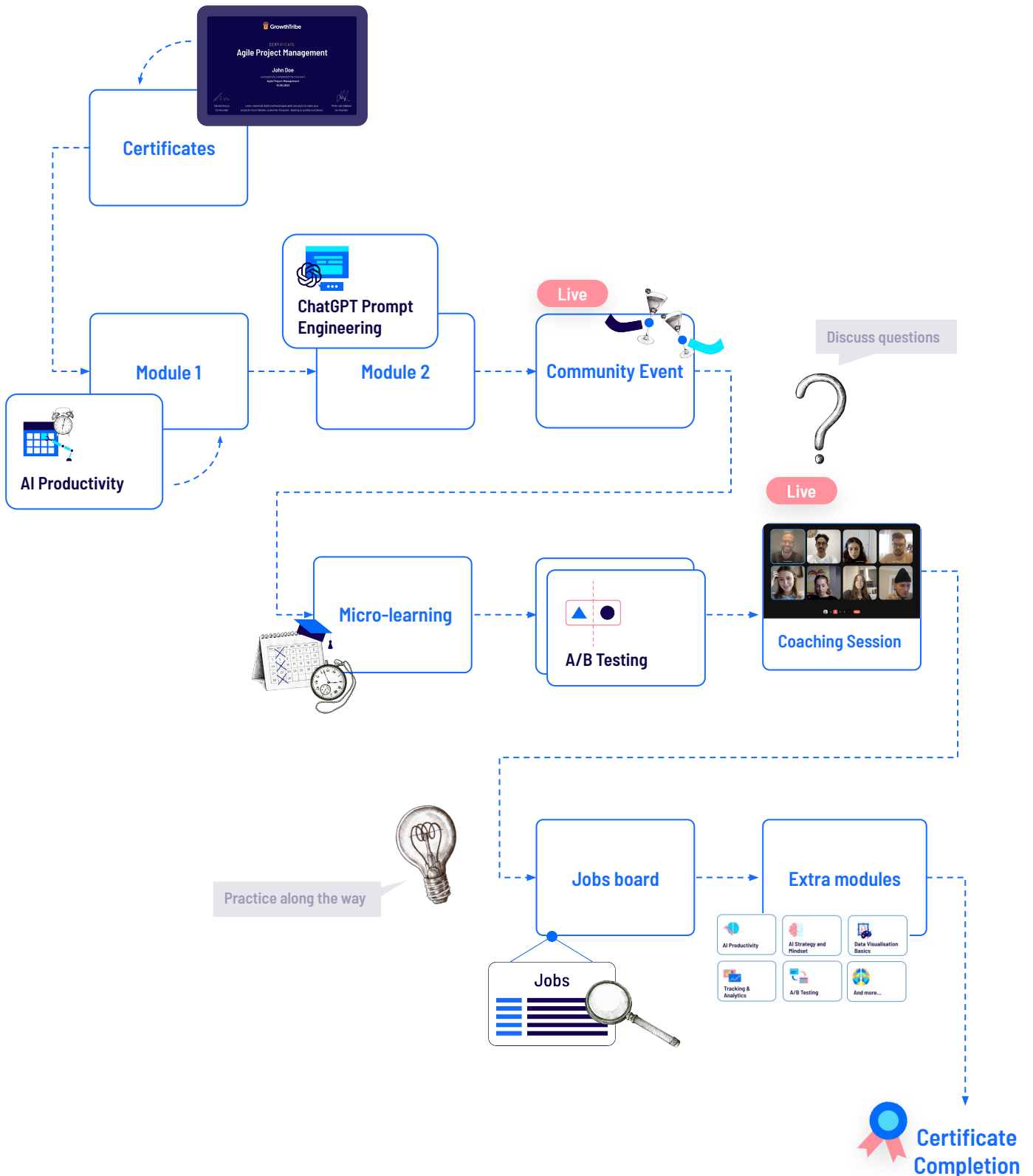


Keep reading to learn how it works and
the features you'll enjoy.

Access a world of opportunities!

Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

Data & A.I.



A.I. for Business



Business Analytics

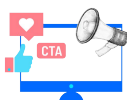


**Data Visualisation
& Storytelling**

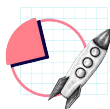


Data Fundamentals

Growth & Marketing



Digital Marketing



Growth Marketing



**Conversion Rate
Optimisation**



**Digital
Communication**



**Sales & Business
Development**

Business & Innovation



Digital Leadership



Project Management



**Agile Project
Management**



Design Thinking



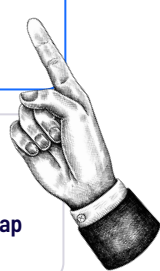
**Product
Management**
































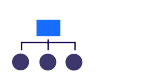
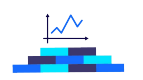





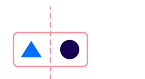
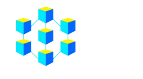


Web3 Foundations

Boost your skills with speed and depth.

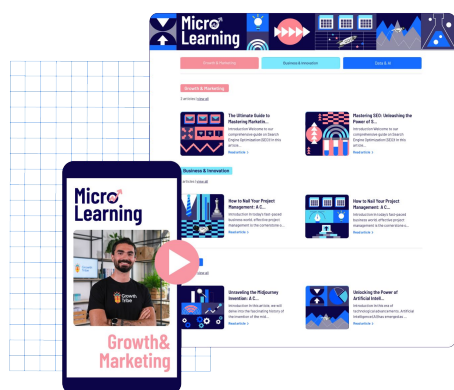
Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.



 AI Productivity	 Product Management Concepts	 Data Visualisation Basics	 Growth Mindset and Experimentation	 AI Business Strategy
 Data Visualisation Methods	 Data-Informed Decision-Making	 Ideation Techniques	 Antifragile Leadership	 Product Roadmap Development
 Rapid Experimentation	 Creating a Sales Strategy	 Digital Marketing Fundamentals	 GenAI for Design	 Leading Project Execution
 Paid Media for Targeted Audience	 Blockchain Case Studies	 Data Presentation	 Building a Brand Identity	 Fundamentals of CRO
 Product Mission & Vision	 Building a Data Culture	 Agile Frameworks & Scrum Essentials	 Data-Driven Growth Marketing	 Landing Page Optimisation
 Content Marketing Strategy	 Product-Market Fit	 ChatGPT Prompt Engineering	 Project Planning and Documentation	 Lead Change Management
 Funnel Marketing	 Predictive Analytics for Business	 Descriptive Analytics	 Iterative Design	 Managing Data Projects
 Scaling Complex Projects	 Data-Informed Communications	 Design Thinking Fundamentals	 A/B Testing	 Web3, DeFi, The Metaverse, NFTs

Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

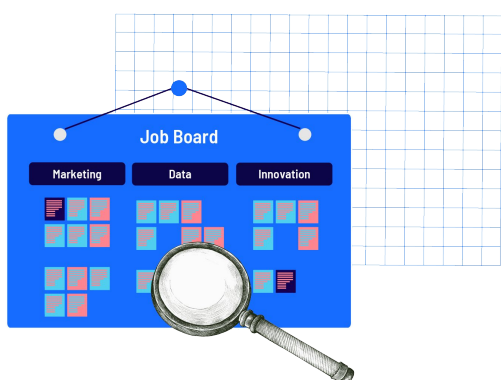
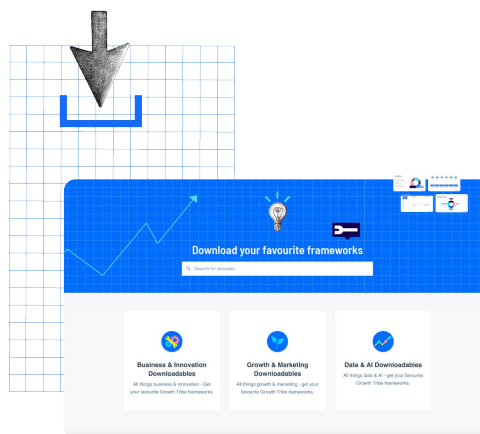


24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

100+ Downloadable resources for immediate impact.

Hands-on learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



100+ job listings to take your career to new heights.

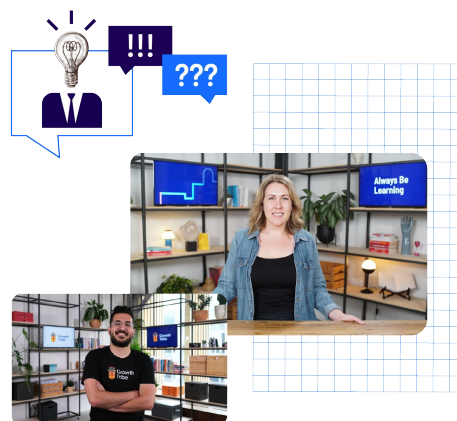
Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

Connect, collaborate, elevate.

Get support from peers and experts in a dynamic community of 35.000+.

Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.

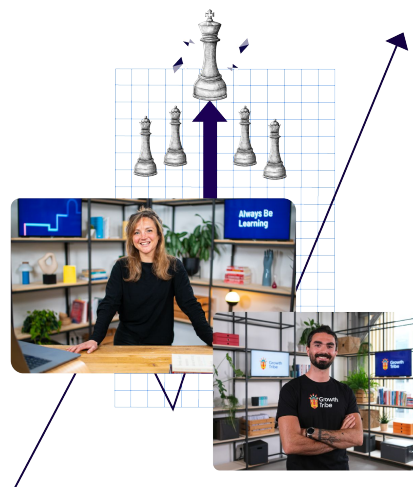


Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



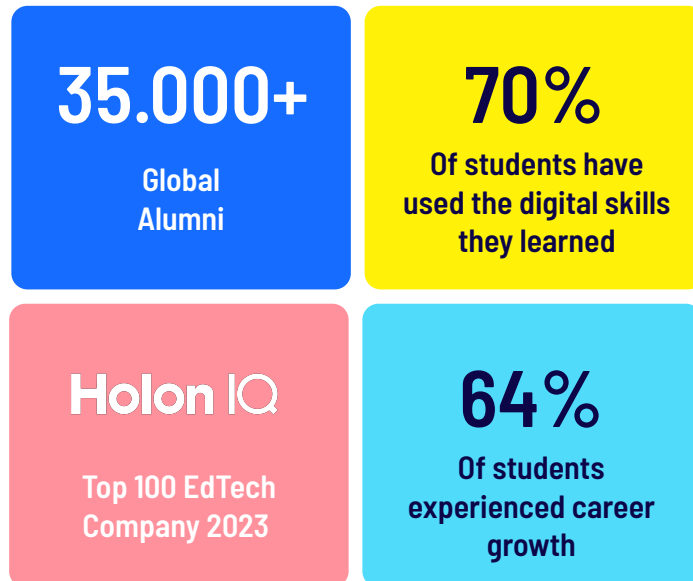


About us

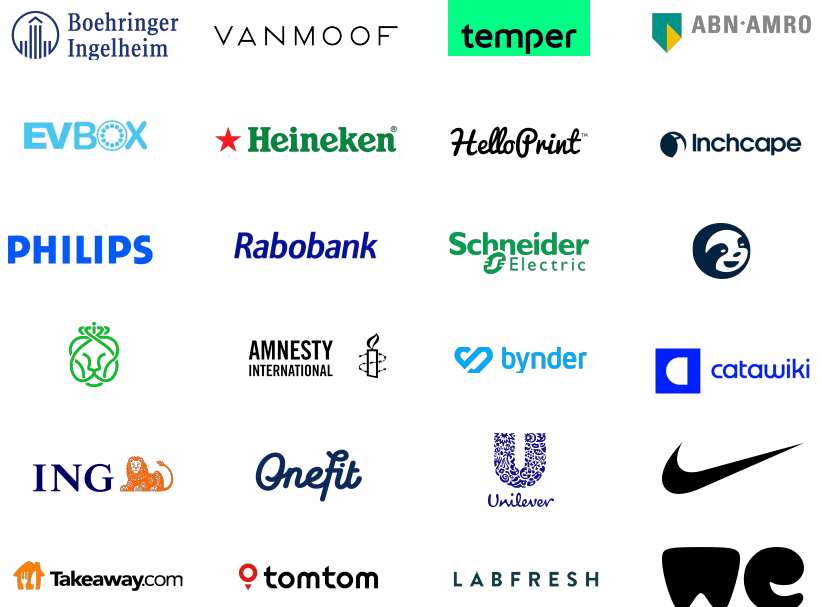
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

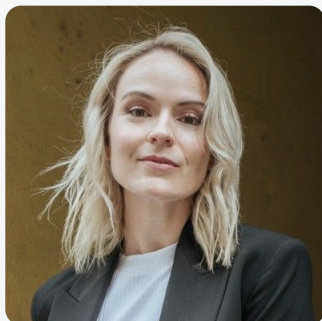
Growth Tribe in numbers



Companies that trust us



What do our customers say?



Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.



Ashley Mclean

Product Designer

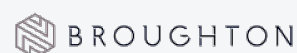


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

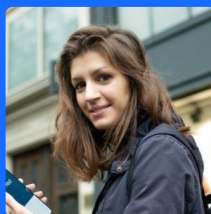


Merran Wrigley

Group Marketing Director

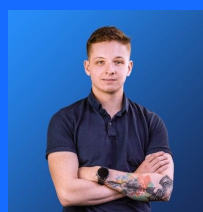


As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



Zsofia Lele
Co-founder &
Growth Manager
Pippadu

"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."



Theodor Andrei
Growth Marketer
Marveltest

"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."

Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.