

# Training *guide* In-company trainings

Advance your  
marketing career



# Digital marketing taught by real experts

D'leteren, DKV, BNP Paribas, Spadel, Deceuninck, Miele, student.be, ... These are just a few of the companies that have trained their marketing teams with CLICKTRUST Academy in the past few years.

Thanks to many years of experience managing campaigns for organizations across different industries, we know how to optimize campaigns, improve your organic search traffic, analyze your analytics data, set up a dashboard and more.

In our trainings, we'll teach you all of the best practices we gathered over the years.

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# Tailor-made trainings

Marketers, webmasters, social media managers, copywriters, ... All have different tasks and thus most likely also have different training needs. We'll teach your developers all about technical SEO, while showing your social media managers how to set up a campaign in Facebook or LinkedIn.



Let us know what you are looking for and we'll see how we can help you.



CONTACT US



# Choose

## CLICKTRUST Academy

CLICKTRUST Academy has existed for more than 10 years already, and our trainings are given by trainers with both technical as well as teaching experience. It's even used by our own team to train and onboard new staff!

- ✦ Tailor-made trainings
- ✦ Highly interactive sessions
- ✦ Lots of industry-relevant case studies
- ✦ Hands-on exercises, not just theory
- ✦ Trainers with 7+ years of experience
- ✦ No minimum number of participants

# Our way of working

## 1. Discussing your training needs

Together with you, we identify the knowledge gaps within your team. To initiate this process, we will schedule an introductory meeting and distribute a comprehensive survey to all your team members.

This approach enables us to gain a thorough understanding of:

- What is the existing knowledge and skill level of your team members?
- What are your team's learning objectives?

By delving into these key aspects, we tailor our corporate training program to address your team's unique needs, ensuring a targeted and effective learning experience.

## 2. Developing a tailor-made training program

Once we understand what it is you are looking for, our Head of Academy develops a training plan tailored to your team's unique needs.

You will receive a document from us with all the details, including:

- The course objectives
- The training content
- The training schedule
- The total cost

# Our way of working

## 3. Training, including relevant cases & hands-on exercises

Our training sessions are highly interactive and feature industry-relevant case studies. Through hands-on exercises, participants learn to put their knowledge into practice.

And don't worry, our trainers are always ready to answer any questions during these sessions!

## 4. Issue of certificates

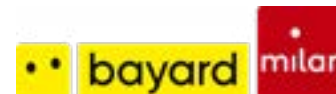
After the training, each participant receives a completion certificate, giving them tangible proof of mastering the material.

## 5. Follow-up & coaching

To ensure effective implementation of the newly acquired knowledge, we schedule follow-up training and coaching sessions. Additionally, we consistently check in to see if there are any questions regarding the subject matter.

100+

companies already participated



# What others say about our trainings



Thanks to Alexandre for this very concrete training. It allowed me to put into practice what I had learned the next day! The theory was illustrated with lots of concrete examples, which facilitated my understanding and quick use of it. I also had the opportunity to put the theory into practice while being mentored and advised. Perfectly suited to my needs, this training allowed me to refresh myself technically, to discover the most relevant strategies for my business and to learn some useful tips & tricks for daily use. Validated and recommended!



Very didactic teacher, great sense of pedagogy, who knows how to popularize the most technical aspects to a non-technical audience, while being specific on the subject. The training is supported by concrete examples, focusing directly on the company and its practices, which is very relevant. We come out of this training with concrete ideas to implement directly in our day-to-day management.



# Practical information

## Timing

For each session, your team has the option to choose from one of the following **formats**:

- Half-day session: 9:30 to 13:00 / 13:00 to 16:30
- Full-day session: 9:30 to 16:30
- Evening session: 17:30 to 21:00

## Location

We offer you the option to attend the training sessions at our **dedicated training centre** in Etterbeek, accommodating up to 8 participants. Each session comes with a delightful breakfast or lunch, beverages, and wholesome snacks.

Additionally, we also offer remote training and on-site sessions at your company's offices, provided they are located in Belgium.



# Practical information

## Pricing

The price is based on individual request and includes:

- The training
- Time to ask questions
- Training certificates
- Access to the training material
- Breakfast/Lunch, snacks & beverages

## Language

We offer trainings in English, French and Dutch.

If your team is bilingual, we can also give two separate trainings.



# Interested in our trainings?

If you'd like to explore the options for a custom digital marketing training program for your team, please don't hesitate to reach out to us.

We're looking forward to help your team grow!



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