

# **Branding, Media & Content**

**MASTERCLASS**

COURSE BROCHURE





## OVERVIEW

The Branding, Media, and Content Masterclass is a practical, non-technical program designed to equip professionals and business owners with the skills and strategies needed to build strong personal or business brands and increase their digital visibility.

Participants will be trained areas including Visibility Engineering & Branding, Social Media Management, Content Creation & Marketing, and AI Branding Tools & Templates.

There will be a series of practical activities, hands-on tasks, and capstone presentations throughout the program, allowing participants to apply what they learn in real time and leave with a clear, actionable visibility strategy and ready-to-use content assets.



# LEARNING COMPONENTS



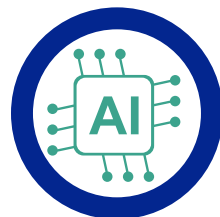
Visibility Engineering & Branding



Social Media Management



Content Creation & Marketing



AI Branding Tools & Templates

# TARGET AUDIENCE

P E R S O N A S



**Name:** Aisha Bello  
**Location:** Lagos, Nigeria  
**Occupation:** Founder, BloomHaus Events & Décor

Aisha runs a small but growing event décor business in Lagos. Her work is highly visual and referral-driven, but she struggles with consistent online visibility. She has an Instagram page but posts irregularly and relies heavily on word-of-mouth.



**Name:** David Okro  
**Location:** London, UK  
**Occupation:** Operations Supervisor

David is a professional with strong industry knowledge but minimal online presence. He uses LinkedIn passively and rarely posts. He understands the importance of visibility for career growth but is unsure how to position himself professionally online without appearing self-promotional.

# LEARNERS' JOURNEY ROADMAP



## DAY 1

**SATURDAY: 10AM - 1PM**



- What visibility means for professionals and business owners.
- Personal brand vs business brand (when and how to use each).
- Defining your brand identity: value, voice, and positioning.
- How people currently perceive you online.
- Positioning for opportunities (career growth, clients, partnerships).

### **Activities & Tasks**

- Personal or business brand clarity exercise
- Online visibility self-audit
- Brand positioning statement creation

## DAY 2

SUNDAY: 1PM - 4PM



- How to choose the right social media platforms.
- What to post on each platform and why it works.
- Understanding reach, engagement, and consistency (simplified).
- Aligning visibility goals with career or business objectives.
- Creating a realistic posting strategy.

### Activities & Tasks

- Platform selection and focus exercise.
- Target audience definition.
- 30-day visibility and posting plan.

## DAY 3

**SATURDAY: 10AM - 1PM**



- Content types that build trust, authority, and demand.
- Turning expertise and daily experiences into content.
- Simple storytelling frameworks for professionals and brands.
- Content formats: text, visuals, and short-form video.
- Planning content without burnout.

### **Activities & Tasks**

- Content idea generation (minimum of 10 ideas).
- Story-based content drafting.
- Writing or outlining real posts in class.

## DAY 4

SUNDAY: 1PM - 4PM



- How to stay consistent without posting daily.
- Content batching and scheduling basics.
- Managing comments, messages, and engagement professionally.
- Converting engagement into leads or opportunities.
- Tracking progress without complex analytics.

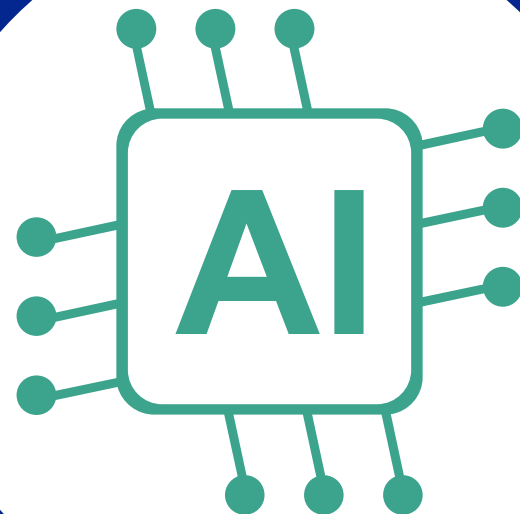
### Activities & Tasks

- Weekly content workflow setup.
- Engagement and follow-up response guide.
- Consistency and accountability plan.



## DAY 5

**SATURDAY: 10AM - 1PM**



- Using AI to support branding and content creation.
- Leveraging AI tools such as ChatGPT, Nano Banana, Veo3 for content ideas, captions, and visuals.
- Customizing AI outputs to sound human and on-brand.
- Ready-to-use branding and content templates.
- Smart and ethical use of AI for visibility.

### **Activities & Tasks**

- AI prompt creation and testing.
- Customizing content templates for personal or business brands.
- Creating AI-assisted content samples.

## DAY 6

SUNDAY: 1PM - 4PM



- Refining personal or business visibility strategy.
- Turning content into career or business outcomes.
- Long-term visibility habits and growth planning.
- Monetizing visibility (for business owners).
- Next steps after the masterclass.

### Activities & Tasks

- Participant capstone presentation.
- Visibility plan review and feedback.
- Final visibility launch checklist.

# POST-TRAINING BENEFITS



- Access to all course videos for a period of 3 months after training.
- Access to facilitators (course tutors) for support on related course issues.
- Access to local and international job opportunities via our talent matching platform, [dataleum.careers](https://dataleum.careers)
- Recommendation/Reference letters.
- Dataleum Alumni Membership which comes with access to resource materials, discounts, hackathons, and other Dataleum events.

# CONTACT US



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