Grant report

Instructions

Thank you for completing your funded initiative.

This form will be placed on our website for transparency and enables us to understand and share the work you have done through this grant.

Please complete and submit this form no later than the date stipulated in your funding agreement. If you cannot meet the deadline, contact us to arrange an alternative date by emailing funding@internetnz.net.nz. You may not be eligible to apply for further grants from InternetNZ if this is not submitted.

The completion of this form should be overseen by someone with intimate knowledge of the funded mahi.

* indicates a required field

Grant initiative update

Initiative title *
Digital Technology Learning for career growth

Provide a short summary of the work that was completed as part of this initiative. *
As part of this initiative, we conducted a 6-week digital marketing course . The course was designed as an in-house program with instructor-led sessions taking place on weekends (Saturdays and Sundays). More than 20 enthusiastic participants successfully completed the program.

The primary objectives of this initiative were to upskill community members, with a special focus on women and youth, equipping them with the knowledge and skills needed to secure employment in the rapidly growing job market related to digital marketing. The course curriculum encompassed various aspects of digital marketing, taking advantage of the multitude of available tools and resources in the field.

Below are the topic we covered

Introduction to Digital Marketing

Definition of digital marketing

Evolution of digital marketing

Benefits of digital marketing

1. Marketing Fundamentals

Marketing mix

Consumer behavior

Branding

Market research

Digital Marketing Strategy

Goal setting

Buyer personas
Competitor analysis
Budgeting and forecasting
Website Setup/ Configuration
Website design and user experience
Install WordPress, Theme, Page, SSL, Backup, etc
Landing page optimization
A/B testing
Conversion optimization
4. Search Engine Optimization (SEO)
Keyword research
On-page optimization
Off-page optimization
Local SEO
Search Engine Marketing (SEM)
Paid search advertising
Google Ads
Bing Ads
Keyword bidding strategies
Content Marketing
Content creation and distribution
Content marketing strategy
Content promotion
Guest blogging
Social Media Marketing (SMM)
Social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.)
Social media marketing strategy
Content creation and curation
Social media advertising
Email Marketing
Email list building
Email design and content
Email automation
Email segmentation and personalization
Mobile Marketing
Mobile website design
Mobile apps
Mobile advertising
SMS and push notifications
Analytics and Reporting
Google Analytics
Metrics and KPIs
Data visualization

ROI measurement

E-commerce Marketing

E-commerce platforms (Shopify, WooCommerce, etc.)

Product listings and descriptions

Shopping cart optimization

E-commerce advertising

Video Marketing

Video creation and distribution

YouTube marketing

Live streaming

Video advertising

Display Advertising

Banner ads

Display advertising networks

Retargeting and remarketing

Display advertising metrics

Remarketing and Retargeting

Remarketing vs. retargeting

Remarketing and retargeting strategies

Audience targeting

Ad placement and frequency

Career in Digital Marketing

Digital marketing job roles and responsibilities

Hiring and recruitment in digital marketing

Freelancing and entrepreneurship

Continuous learning and professional development.

Facebook Marketing

Introduction to Facebook Marketing

Facebook Page Optimization

Facebook Content Creation

Facebook Advertising

Facebook Community Engagement

Facebook Messenger Marketing

Facebook E-commerce

Facebook Insights and Analytics
Describe the "who, what, where and when" of your initiative.

Is this initiative complete? *
◉ Yes ○ No
If your initiative is still in progress, select "no."

What are the outcomes of this initiative? *

The outcomes of this initiative were highly positive and impactful:

Skill Development: Participants acquired essential digital marketing skills, including SEO, social media marketing, content creation, email marketing, and analytics.

Empowerment: Women and youth within our community gained confidence in their abilities and found themselves better prepared for job opportunities in the digital marketing sector.

Employment Opportunities: Several participants secured jobs or freelance opportunities in the digital marketing industry following the completion of the course.

Community Upliftment: This initiative contributed to the overall strengthening of our community by empowering its members with valuable, contemporary skills.

Alignment with Internet and Digital Technology: The course aligned perfectly with InternetNZ's funding objectives, as it directly supported digital technology-related skill development within the community.
Describe major achievements resulting from this grant.

Which population group/s were affected by this project or program? *
Age groups > Adults (people aged 18+)
Age groups > Adults (people aged 18+) > People aged 18-25
Education status > Adult and Community Education (ACE) students
Ethnic and racial groups > Culturally and Linguistically Diverse (CALD) people
Please choose only the group/s that were at the very core of this project/program.

If you have any supporting documentation, you can share it below.

This could include photos, surveys, feedback, your evaluation plan, published research or annual report.

Remember this report will be placed on our website for transparency.

Upload files:

Filename: PIctures.docx
File size: 1.9 MB

Upload files:

Filename: AttendanceSheet.pdf
File size: 1.0 MB

Provide web link:

Must be a URL.

Financial report

Budget

Provide details of funds received and spent in relation to this grant.

Income	$	Expenditure	$
IntrnetNZ Funding	$11,500.00		$11,500.00
			$
			$
			$
			$

Budget Totals

Total Income Amount

$11,500.00

This number/amount is calculated.

Total Expenditure Amount

$11,500.00

This number/amount is calculated.

Income - Expenditure

$0.00

This number/amount is calculated.

Have you experienced any issues with your intended budget? If so, please explain reasons for any major variances or for providing incomplete information:
no issues, this initiative was effectively completed

Feedback

You are almost at the end of your final report. Before submitting, please take a few moments to provide some feedback.

Please tell us how you found the reporting process:
○ Very easy   ○ Easy   ○ Neutral   ○ Difficult   ○ Very Difficult

How many minutes in total did it take you to complete this form?
80 mins Approx
Estimate in minutes (i.e. 1 hour = 60 minutes)

Do you have any feedback?
Thanks

For example, feedback on the evaluation toolkit if you used it, the process of working with InternetNZ or anything else.

InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?
◉ Yes please   ○ No thanks   ○ I am already a member