DIGITAL NAVIGATOR

PROSPECTUS 2026

FREE TO LEARN. $18 TO PROVE IT.

An Africa-built, platform-independent digital marketing course and certification. Six modules, 24 lessons, 19 assignments and 18 hours to complete - free to study, with one examination when you are ready to prove it.



THE PROGRAMME

DON'T PAY TO LEARN. LEARN. THEN PAY TO PROVE IT.

Digital Navigator is a complete digital marketing course that costs nothing to study. Every lesson, every assignment and every framework is open from the first day. You pay only when you choose to sit the certification examination, and the certificate is included when you pass.

6 MODULES	**24** LESSONS	**19** ASSIGNMENTS
18 HOURS TO COMPLETE	**US$0** TUITION	**US$18** CERTIFICATION

THE TRADE, NOT THE TOOL

Google teaches Google. Meta teaches Meta. TikTok teaches TikTok. Digital Navigator teaches the trade every one of those platforms sits inside: how brands are built, how customers behave, how audiences move, how visibility is created, how data informs decisions and how advertising should be planned, measured and improved. Platforms change. The principles behind good marketing remain, and your competence must travel with you.

TWENTY YEARS OF CLIENT WORK

The course was written by Oscar Manduku-Habeenzu from twenty years of work across 139 brands in 42 industries, between 2006 and 2026, and from the frameworks that built Cabanga Africa Group, a business media group publishing 12 magazine editions across the continent.

WHO IT IS FOR

Job seekers who need current skills in a changing labour market. Graduates who want to show what they can work with today, not only what they studied. Entrepreneurs and SME owners who need to understand the digital systems their business depends on, question agencies and read their reports. Marketing professionals and freelancers building a strategic foundation beyond individual platforms. Managers and executives who need to know what their digital team is doing and whether the strategy makes sense. Students and young professionals starting early.



THE CURRICULUM

SIX MODULES. 24 LESSONS. 18 HOURS.

Each lesson is available as a video and as full text, so you can watch or read, whichever suits you. Assignments sit alongside the lessons so you apply what you learn instead of simply watching.

01 DIGITAL BRANDING & MARKETING

Before advertising comes identity.

Learn how businesses establish credibility, communicate consistently and create brands people recognise and trust. You will explore authenticity, branding, influencer marketing and online reputation.

01	The Importance of Authenticity in Digital Marketing
02	The Importance of Branding in Digital Marketing
03	The Power of Influencer Marketing

02 PLATFORMS & CUSTOMER JOURNEYS

Being everywhere is not a strategy.

Learn how to determine where your audience actually is, how different platforms serve different purposes and how customers move from discovery to purchase and eventually advocacy. This module covers platform selection, social media strategy, customer journeys, content strategy and audience migration.

04	How to Build a Strong Online Reputation
05	The Dos and Don'ts of Social Media Marketing
06	How to Choose the Right Digital Marketing Platforms
07	Understanding Digital Consumer Behaviour
08	How to Create a Winning Content Marketing Strategy
09	Visibility Matrix: A Modernised Framework for Digital Branding
10	Mastering the Digital Customer Journey from Lead Generation to Advocacy

03 VISIBILITY & ENGAGEMENT

A business cannot convert people who cannot find it.

Learn how businesses create discoverability across websites, search, social platforms, email and digital media. This module includes the Visibility Matrix, connecting Media, Mass, Motive and Money.

11	The Role of SEO in Digital Marketing
12	The Benefits of Email Marketing
13	Mastering Digital Media and Website Synergy
14	Waterhole Theory: Digital Gathering Ecosystems

04 DATA ANALYTICS & ADAPTATION

Marketing without measurement becomes guesswork.

Learn how digital marketers use data to understand what is working, what is failing and where resources should move next.

15	The Importance of Data-Driven Marketing
16	The Future of Digital Advertising
17	The Importance of Adapting to Change in Digital Marketing

05 DIGITAL CONSUMER PSYCHOLOGY

Technology changes. Human behaviour still drives the transaction.

Learn how different consumers think, behave, respond and make decisions in digital environments. This module explores consumer archetypes, Emotional Banking, trust, reputation and digital backlash.

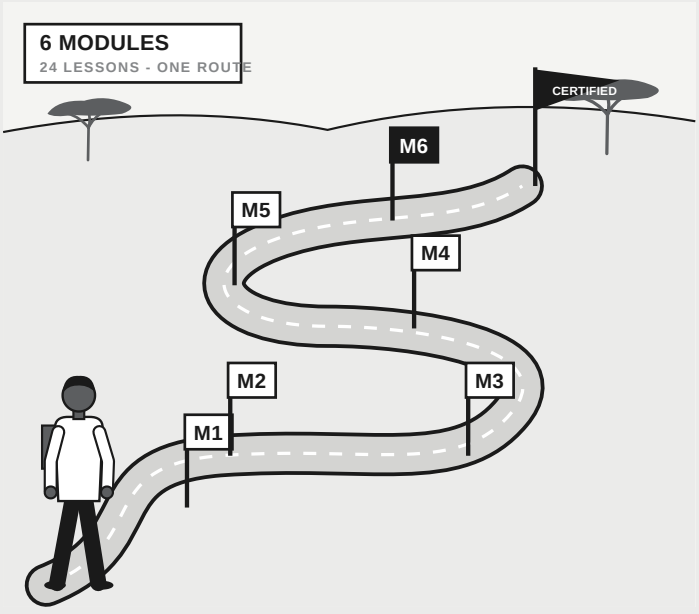
18	The Emotional Banking Framework
19	Digital Consumer Archetypes and Behaviour Insights
20	The Impact of Cancel Culture on Business in a Digital Age

06 AI, COLLABORATION & ADVERTISING

Modern marketers need to work across technology, people, platforms and data.

Learn how AI can support digital work, how marketers collaborate remotely and how advertising changes across Google, Meta, LinkedIn, Amazon, TikTok, YouTube and other environments.

21	Working with a Digital Marketing Agency
22	The Soft Marketing Theory: The Art of Making Silent Noise in a Noisy World
23	AI and Remote Work Tools for Digital Marketing
24	Mastering Versatility: The Digital Navigator's Guide to Effective Advertising



AFRICA-DEVELOPED FRAMEWORKS

FIVE FRAMEWORKS YOU WILL NOT FIND IN A PLATFORM COURSE.

THE WILDEBEEST THEORY

How digital consumers move in groups, follow trends, migrate between platforms and respond to changing environments.

THE VISIBILITY MATRIX

Digital visibility through four interconnected factors: Media, Mass, Motive and Money. Where are you communicating, who are you trying to reach, why are you communicating, and what commercial result must the activity produce?

THE WATERHOLE THEORY

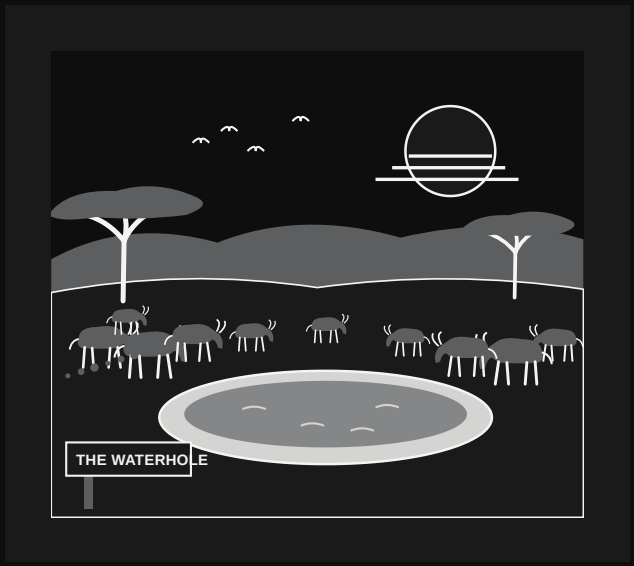
Digital platforms as gathering spaces where different types of consumers behave differently and require different engagement strategies.

EMOTIONAL BANKING

How emotional and financial behaviour influence consumer decisions across different stages of life.

SOFT MARKETING

How brands influence without constantly shouting "buy from me", using storytelling, community, experience and emotional relevance.



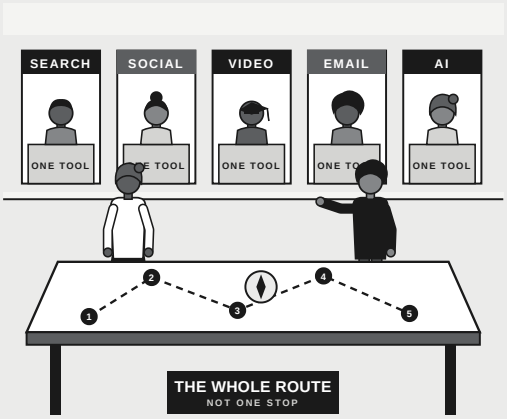
COMPARISON

EVERY PLATFORM WILL CERTIFY YOU IN ITS OWN TOOLS.

Each platform certificate is useful, and each one ends where its product ends. Digital Navigator certifies you in the trade they all sit inside.

PROGRAMME	TO LEARN	TO CERTIFY	STAYS VALID	ACROSS PLATFORMS
Digital Navigator Certified Professional Digital Navigator, by Cabanga Africa Group	**Free, 18 hours to complete**	**US$18**	**Two years**	**Yes**
Google Ads certifications Google Skillshop	Free	Free	One year	No - Google products only
Google Digital Marketing & E-commerce Certificate Google, on Coursera	US$49 a month, typically 3 to 6 months	Included in the subscription	Course certificate	Partly
Meta Certified Digital Marketing Associate Meta Blueprint	Free	US$99 exam (US voucher)	Recertification required	No - Meta products only
HubSpot Academy HubSpot	Free	Free	One to two years	Partly
Semrush Academy Semrush	Free	Free	One year	No - built around one tool
Certified Digital Marketing Professional Digital Marketing Institute	Around US$1,400 to US$2,000 self-paced	Exam included (first attempt)	See provider	Yes

Provider prices and terms as published by each provider, checked October 2026. They change, so confirm with the provider before you buy.



HOW IT WORKS

LEARNING AND CERTIFICATION ARE KEPT APART ON PURPOSE.

01 LEARN FREE

Work through all six modules, 24 lessons and 19 assignments at your own pace - 18 hours to complete the whole course. No tuition, no subscription, no course purchase.

02 REGISTER FOR THE EXAMINATION

When you are ready, register for the Digital Navigator Certification Examination for US$18, or the local equivalent, through WhatsApp. You receive your examination code.

03 SIT THE EXAMINATION

25 questions in 45 minutes, online, in one sitting. The pass mark is 20 out of 25. Each code carries two attempts.

04 RECEIVE YOUR CERTIFICATE

On a pass you are issued a certificate in your name with its own number, published on the verification register and valid for two years. You hold the designation Digital Navigator Certified Professional.

THE CERTIFICATION EXAMINATION

US$18, or the local equivalent. The certificate is included on a pass, so there is nothing more to pay.

South Africa	**R300**
Botswana	**P240**
Zimbabwe	**US$18**
Zambia	**K370**

Zimbabwe pays in US dollars.

Digital Navigator Certified Professional. Every certificate carries its own number and is published on the verification register at navigator.cabanga.africa/verify, where any employer can check it by number or by name. Valid for two years from the date of issue.

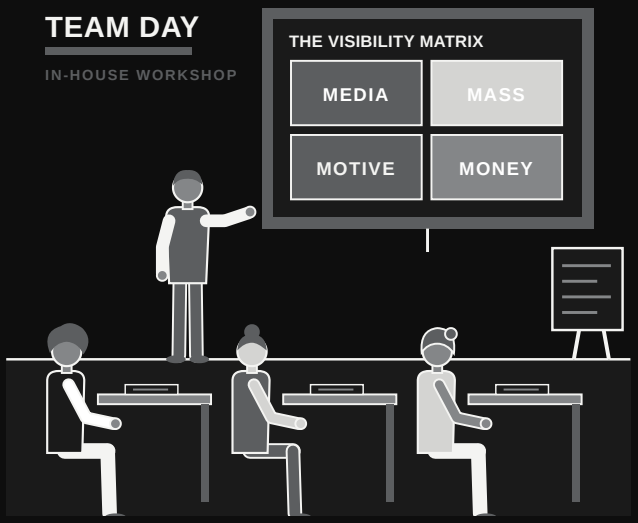


BEYOND THE COURSE

TAUGHT IN THE ROOM. SOLD BY THOSE WHO HOLD IT.

IN-HOUSE TRAINING

Digital Navigator is also taught live: workshops, seminars, in-house training at your workplace and group coaching, teaching the latest practical on the day. It is how Cabanga Africa Group trains its own people across 12 countries. After the training, all 24 lessons stay open online for every participant at no cost.



EMPLOYERS AND DEVELOPMENT PARTNERS

Your team learns free, and you pay only to certify those ready for assessment. Organisational certification and bulk registration are available for employers, NGOs, government programmes and universities.

FREELANCE SALES AGENTS

Once you are a certified Digital Navigator you can apply to become a freelance sales agent and earn US$3 for every US$18 certification you sell (South Africa R50, Botswana P40, Zimbabwe US$3, Zambia K60). You cannot sell a certification you do not hold, so certification comes first.

START TODAY

Begin at navigator.cabanga.africa. For registration, facilitator or keynote bookings and group programmes, write to navigator@cabanga.africa or message us on WhatsApp.

SOUTH AFRICA
+27 69 342 8500

BOTSWANA
+267 78 467 445

ZIMBABWE
+263 71 885 3483

ZAMBIA
+260 97 864 3507