

Become Unstoppable in Digital Marketing

Stay Ahead of the Competition - Acquire Valuable In-Demand
Digital Marketing Skills with **The Online Business Academy**



 Meta

 SEMRUSH

 Analytics

 Optimize

- ✓ Gain in-demand, future-proof skills that employers value
- ✓ Study at your own pace, on your own schedule
- ✓ Learn from industry experts and experienced educators
- ✓ Real-world outcomes that lead to career advancement



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About Us

Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, we are committed to helping you achieve your career goals through flexible and accessible online learning. With a team of industry leaders and education experts, we offer a world-class learning platform that is student-focused and designed to provide superior support. Our mission is to provide you with the skills and knowledge you need to succeed in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing, digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.



Advancing Online Education

A New Way To Learn

At The Online Business Academy, we are proud to be pioneers in a new era of education. We have taken a fresh approach to learning, embracing the latest technology and creating a platform that is accessible to everyone, everywhere. Our courses are designed to be engaging and interactive, offering students a unique opportunity to learn at their own pace, in their own time. We believe that education should be an exciting journey, full of discovery and growth. That's why we have created a learning environment that is dynamic, innovative, and designed to inspire.



Why Choose The Online Business Academy

Choose the Online Business Academy for high-quality courses developed by industry experts, a user-friendly learning platform, and superior support to help you achieve your goals.



Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.



Superior Support

We offer superior support to students like you with one-on-one expert tutor guidance and a range of resources to help you succeed in your learning journey.



Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.



Business Courses

Mini MBA in Digital Marketing

Become a digital marketing pro and unlock your potential with this all-in-one Mini MBA. Master strategy, social media, SEO, Google Ads, email marketing, analytics, and more to drive real results for any brand or business.

This course is perfect for business owners, marketers, freelancers, or anyone ready to build powerful campaigns and grow their career or brand online. Enrol today and start your digital marketing journey.



Enrol Now



Learn More

Course Investment

\$1,999

Course Duration

6 Months



Course Outcomes

- Develop a comprehensive understanding of digital marketing channels and their role in achieving marketing goals and objectives.
- Learn how to create effective marketing campaigns using Google Ads and Facebook Ads.
- Develop a solid understanding of search engine optimisation (SEO) and learn how to optimise websites to improve their search engine rankings.
- Understand the principles of effective email marketing and learn how to create email marketing campaigns that generate results.
- Master the art of persuasive copywriting and learn how to craft compelling marketing messages that resonate with your target audience.



Digital Marketing Courses

Certificate in Facebook & Instagram Advertising

Master Facebook and Instagram Ads and start running campaigns that get real results. Learn how to craft eye-catching ads, target the right audience, and analyse performance to boost reach, leads, or sales.

This course is perfect for marketers, small business owners, freelancers, and anyone wanting to grow brands and revenue through social media advertising. Enrol today and start driving impact.



Enrol Now



Learn More

Course Investment

\$999

Course Duration

80 Hours



Course Outcomes

- Plan and execute a successful Facebook advertising campaign that meets specific
- Create compelling ad copy and creative assets that capture the attention of the target audience.
- Use advanced targeting techniques to reach the right audience and maximise ROI.
- Optimise campaigns using data-driven insights and testing strategies to continuously improve performance.
- Understand the different ad formats available on Facebook and know when to use each one.
- Analyse key metrics and track progress against goals to measure success and optimise future campaigns.



Certificate in Google Ads

Launch successful, profitable Google Ads campaigns with confidence. Learn how to write winning ad copy, choose the right keywords, and optimise targeting to maximise results and ROI.

This course is perfect for marketers, business owners, freelancers, or anyone looking to attract customers and grow online visibility using Google Ads. Enrol today and unlock the power of paid search.



Enrol Now



Learn More

Course Investment

\$999

Course Duration

110 Hours



Course Outcomes

- Create effective Google Ads campaigns that generate high-quality leads and sales.
- Understand the key metrics and data that drive successful Google Ads campaigns.
- Use keyword research and targeting strategies to reach your ideal audience.
- Develop compelling ad copy and landing pages that convert clicks into customers.
- Utilise advanced features of Google Ads, including ad extensions and remarketing campaigns.
- Analyse campaign data to identify areas for improvement and implement changes accordingly.



Certificate in SEO

Boost any website to the top of Google search with this hands-on SEO course. Learn keyword research, on-page optimisation, content strategy, and link-building techniques used by SEO pros to drive traffic and visibility.

This course is perfect for marketers, business owners, bloggers, and anyone who wants to master SEO and grow their website traffic. Enrol today and start ranking higher.



Enrol Now



Learn More

Course Investment

\$999

Course Duration

90 Hours



Course Outcomes

- Understand the key components of on-page and off-page SEO and how they impact search engine rankings.
- Identify and analyse relevant keywords for your website and develop a strategy for optimising content around those keywords.
- Implement technical SEO best practices, including optimising website structure and navigation, meta tags, and schema markup.
- Utilise tools such as Google Analytics and Google Search Console to track and analyse website performance and identify areas for improvement.
- Develop a link-building strategy to improve website authority and increase traffic.



Digital Marketing Courses

Certificate in Copywriting & Email Marketing

Learn to write emails that grab attention, engage readers, and drive action. From crafting irresistible copy to building a quality list and analyzing results, this course gives you everything you need to succeed in email marketing.

This course is perfect for marketers, business owners, content creators, and anyone looking to master email marketing and boost conversions. Enrol today and transform your email game.



Enrol Now



Learn More

Course Investment

\$799

Course Duration

60 Hours



Course Outcomes

- Create and implement effective email marketing strategies to increase customer engagement and drive sales.
- Design professional and engaging email campaigns using industry-standard software and tools.
- Analyse and interpret email marketing data to improve campaign performance and ROI.
- Develop compelling email content that resonates with target audiences and inspires action.
- Identify and segment target audiences to deliver highly personalized and relevant email content.





Career Centre

We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts At Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV
- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.



Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.

Certificate in Xero



What Our Students Say



We pride ourselves in delivering an excellent education experience. See what our students have to say:



Maria R.

Certificate in Adobe
Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.



Sarah T.

Certificate in
Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.



Mark J.

Digital Marketing
Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.



Start Upskilling Today!

Follow our easy 5-step enrolment process - it only takes a few minutes to get started today!



1. Click on 'Get Started Now'



2. Choose your course



3. Proceed to payment



4. Receive login details



5. Start Learning!

Get Started Now, Click Here

