LIRICK
DIGITAL HUB

Training Programmes

Virtual Assistant Training | Digital Marketing Course | Artificial Intelligence Training

Practical programmes for careers, freelancing and business growth in Kenya and beyond. Each programme ends with a Certificate of Completion after the required practical assessments.

All programmes at a glance

Programme	Duration	Delivery	Level	Fee
Virtual Assistant Training in Nairobi, Kenya	2 months	Physical and practical training / Home tuition on request	Beginner to intermediate	**KSh 18,000**
Digital Marketing Course in Nairobi, Kenya	2 months	Online / Home tuition on request	Beginner to intermediate	**KSh 20,000**
Artificial Intelligence Training in Kenya	1 month	Online / Home tuition on request	Beginner	**KSh 12,000**

Fees are charged per programme. Registration charges and payment arrangements are confirmed when you apply. Start dates and venue details are confirmed on application.

How to choose

- Virtual Assistant Training: remote admin, customer support and client work, taught as a 2-month physical and practical programme.
- Digital Marketing Course: how businesses are found and chosen online, taught as a 2-month online and practical course.
- Artificial Intelligence Training: practical AI for everyday work in 1 month, online and practical. It is an applied skills course and does not qualify graduates as AI engineers.

Virtual Assistant Training in Nairobi, Kenya

Professional Skills Programme | Virtual Assistant Training Programme

Learn how to provide professional remote administrative, customer support, digital and business support services to entrepreneurs, companies and clients around the world. The programme gives you practical skills to work as a Virtual Assistant, manage online business operations, communicate professionally with clients and use modern digital tools to deliver services remotely.

Duration	2 months	**Mode of study**	Physical / practical training
Delivery	Physical and practical training / Home tuition on request		
Level	Beginner to intermediate	**Recommended entry**	Basic computer knowledge
Fee	**KSh 18,000**		

Fee: registration charges and payment arrangements are confirmed when you apply.

Curriculum and modules

Module 1: Introduction to Virtual Assistance

- Understanding the Virtual Assistant profession
- Types of Virtual Assistants and services
- Working remotely and freelancing
- Finding clients and understanding client expectations

Module 2: Administrative Support

- Email management and professional correspondence
- Calendar and appointment scheduling
- Data entry and document management
- Meeting coordination and minute-taking
- Travel planning and research

Module 3: Digital Office Tools

- Microsoft Word and Google Docs
- Microsoft Excel and Google Sheets
- Google Drive and cloud storage
- PowerPoint and presentation preparation
- Online collaboration tools

Module 4: Customer Service & Communication

- Professional communication skills
- Customer support and handling enquiries
- Live chat and email support
- Complaint handling and problem-solving
- Client relationship management

Module 5: Social Media & Online Business Support

- Social media scheduling
- Content uploading and management
- Basic Canva graphic design
- Online community management
- Website content updates

Module 6: Freelancing & Career Development

- Creating a Virtual Assistant portfolio
- Freelancing platforms and online opportunities
- Writing proposals and service packages
- Client acquisition and onboarding
- Pricing your services
- Building a sustainable remote career

Skills and benefits

- Acquire skills for remote work and online employment
- Learn how to support businesses and entrepreneurs globally
- Develop professional communication and organisational skills
- Build a portfolio of practical work
- Learn how to market your services online
- Gain knowledge in digital business operations

Career opportunities

Graduates can pursue opportunities such as:

- Virtual Assistant
- Administrative Virtual Assistant
- Executive Assistant (Remote)
- Customer Support Assistant
- Online Research Assistant
- Data Entry Specialist
- Social Media Virtual Assistant
- E-commerce Assistant
- Freelance Business Support Assistant

Certification and accreditation

On successful completion of the programme and the required practical assessments, learners receive a Certificate of Completion. External accreditation is not claimed in this brochure; any recognition by an outside body will be stated in writing before you apply.

Frequently asked questions

Who can join this programme?

Learners with basic computer knowledge. The programme is pitched at beginner to intermediate level.

Is the training physical or online?

It is physical and practical training. The venue and timetable are confirmed when you apply.

Is the course accredited?

The programme awards a Certificate of Completion after the programme and the required practical assessments. We do not claim external accreditation on this page.

Will I get a job after the course?

The programme prepares you for remote administrative and support work. We cannot guarantee a job, a client or an income.

How much does it cost?

The fee is KSh 18,000. Registration charges and payment arrangements are confirmed when you apply.

Digital Marketing Course in Nairobi, Kenya

Professional Skills Programme | Digital Marketing Training Programme

Develop the skills to market brands, products and services in the digital space. The programme introduces modern digital marketing strategies, content creation, social media management, online advertising, search engine optimisation and analytics. You gain hands-on experience developing campaigns, creating content and helping businesses grow their online visibility, reach and customer base.

Duration	2 months	**Mode of study**	Online / practical training
Delivery	Online / Home tuition on request		
Level	Beginner to intermediate	**Recommended entry**	Basic computer knowledge
Fee	**KSh 20,000**		

Fee: registration charges and payment arrangements are confirmed when you apply.

Curriculum and modules

Module 1: Introduction to Digital Marketing

- Fundamentals of digital marketing
- Digital marketing channels
- Customer journeys and target audiences
- Branding and online positioning
- Developing a marketing strategy

Module 2: Social Media Marketing

- Facebook and Instagram marketing
- TikTok marketing
- LinkedIn marketing
- X marketing
- Content planning and scheduling
- Community management and engagement

Module 3: Content Creation & Graphic Design

- Content strategy and planning
- Canva graphic design
- Poster and promotional design
- Video content creation
- Reels and TikTok video marketing
- Copywriting and marketing captions

Module 4: Search Engine Optimisation (SEO)

- Introduction to SEO
- Keyword research
- On-page SEO
- Technical SEO fundamentals
- Local SEO and Google Business Profile
- Blogging and website optimisation

Module 5: Paid Advertising

- Introduction to online advertising
- Meta Ads
- Facebook and Instagram advertising
- Google Ads fundamentals
- Campaign objectives and audience targeting
- Budgeting and campaign optimisation

Module 6: Website & Digital Analytics

- Website marketing fundamentals
- Landing pages and conversion optimisation
- Google Analytics fundamentals
- Google Search Console
- Measuring marketing performance
- Reporting and campaign evaluation

Module 7: Freelancing & Digital Marketing Career

- Developing a digital marketing portfolio
- Client acquisition and pitching
- Creating marketing proposals
- Digital marketing service packages
- Freelancing and agency opportunities

Skills and benefits

- Develop in-demand digital marketing skills
- Learn to market businesses using digital platforms
- Gain hands-on experience with advertising and content creation
- Understand how to attract and convert online customers
- Build a professional portfolio using practical projects
- Prepare for freelance, employment and entrepreneurial opportunities

Career opportunities

Graduates can pursue opportunities such as:

- Digital Marketing Assistant
- Digital Marketing Specialist
- Social Media Manager
- SEO Assistant / SEO Specialist

- Content Creator
- Online Advertising Assistant
- Google Ads Assistant
- Meta Ads Manager
- Marketing Communications Assistant
- Freelance Digital Marketer
- Digital Marketing Consultant
- Online Business Entrepreneur

Certification and accreditation

On successful completion of the programme and the required practical assessments, learners receive a Certificate of Completion. External accreditation is not claimed in this brochure; any recognition by an outside body will be stated in writing before you apply.

Frequently asked questions

Who can join this course?

Learners with basic computer knowledge. The course is pitched at beginner to intermediate level.

Is the course online?

Yes. It is online and practical, with projects you build for real businesses during the course.

Is the course accredited?

The course awards a Certificate of Completion after the programme and the required practical assessments. We do not claim external accreditation on this page.

Will the course get me clients?

It equips you with the skills and a portfolio. We cannot guarantee clients, sales or an income.

How much does it cost?

The fee is KSh 20,000. Registration charges and payment arrangements are confirmed when you apply.

Artificial Intelligence Training in Kenya

Emerging Technology Programme | Artificial Intelligence (AI) Training Programme

Learn how to use Artificial Intelligence to improve productivity, creativity, business operations, research, communication and problem-solving. The programme introduces practical AI tools and applications, generative AI, prompt engineering, AI-assisted content creation, automation and the responsible use of AI in the workplace. Designed for students, professionals, entrepreneurs, teachers, business owners and anyone building AI skills for the modern workplace.

Duration	1 month	**Mode of study**	Online / practical training
Delivery	Online / Home tuition on request		
Level	Beginner	**Recommended entry**	Basic computer knowledge
Fee	**KSh 12,000**		

Fee: registration charges and payment arrangements are confirmed when you apply.

Curriculum and modules

Module 1: Introduction to Artificial Intelligence

- Understanding Artificial Intelligence
- AI, machine learning and generative AI
- Everyday applications of AI
- AI in business, education and the workplace
- Opportunities and limitations of AI

Module 2: Generative AI & AI Tools

- Introduction to generative AI tools
- AI text generation
- AI assistants and chatbots
- AI for research and information gathering
- AI for problem-solving and productivity

Module 3: Prompt Engineering

- Understanding AI prompts
- Writing effective prompts
- Prompt structures and techniques
- Role-based prompting
- Improving and refining AI responses
- Advanced prompting for professional tasks

Module 4: AI for Content Creation

- AI-assisted writing and copywriting
- Marketing content generation
- Social media content
- Blog and article development
- AI-assisted presentation creation
- Content editing and fact-checking

Module 5: AI Image & Creative Generation

- AI image generation fundamentals
- Writing image generation prompts
- AI-assisted graphic design
- Creative content generation
- Visual storytelling and marketing creatives

Module 6: AI for Productivity & Business

- AI for office productivity
- AI for email and document creation
- AI for data analysis and reporting
- AI for customer support
- AI in digital marketing
- Workflow automation fundamentals

Module 7: Responsible AI & Practical Project

- AI ethics and responsible use
- Privacy and data protection
- AI limitations and hallucinations
- Verifying AI-generated information
- Developing an AI-assisted project
- Practical workplace applications

Skills and benefits

- Learn to use AI tools in everyday work
- Improve productivity and efficiency
- Reduce time spent on repetitive tasks
- Develop AI-assisted research and content creation skills
- Discover how businesses can integrate AI into their operations
- Develop future-ready digital skills
- Gain practical experience applying AI to real-world tasks

Career opportunities

Graduates can pursue opportunities such as:

- AI Productivity Assistant
- AI Content Creator
- Digital Marketing Professional

- Business Support Assistant
- AI Research Assistant
- Social Media Content Specialist
- Freelance AI Services Provider
- Business Automation Support
- Digital Entrepreneur
- AI-enabled Administrative Professional

Certification and accreditation

On successful completion of the programme and the required practical assessments, learners receive a Certificate of Completion. External accreditation is not claimed in this brochure; any recognition by an outside body will be stated in writing before you apply.

Frequently asked questions

Who is this course for?

Students, professionals, entrepreneurs, teachers, business owners and anyone who wants AI skills for work.

Will this make me an AI engineer?

No. This is an applied AI skills programme. It does not qualify graduates as AI engineers or machine learning developers.

Is the course accredited?

The course awards a Certificate of Completion after the programme and the required practical assessments. We do not claim external accreditation on this page.

Do I need technical experience?

The course is for beginners and needs basic computer knowledge. It focuses on using AI tools and prompts, not programming.

How much does it cost?

The fee is KSh 12,000. Registration charges and payment arrangements are confirmed when you apply.

Apply and contact us

Lirick Digital Hub | Next steps

How to apply

- Choose the programme that fits your goal.
- Message us on WhatsApp or email to say you want to apply.
- We confirm the start date, venue or online access, and payment arrangements in writing.
- Pay by the agreed arrangement and begin the programme.

Contact

Phone and WhatsApp: 0798 032 020

Email: lirickdigitalhub@gmail.com

Website: www.lirickdigitalhub.co.ke

Social: Instagram, LinkedIn, TikTok, Facebook, X, Pinterest and Threads: @lirick_digital_hub / LirickMarketing

Certificates are awarded on completion of the programme and the required practical assessments. Lirick Digital Hub does not claim external accreditation in this brochure. Fees are the programme fees; registration charges and payment arrangements are confirmed when you apply.