Campaign Monitoring and Evaluation Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Campaign monitoring and evaluation (M&E) has become a critical pillar in modern data-driven decision-making, especially in sectors such as digital marketing, public health, development programs, political communication, and social impact initiatives. As organizations increasingly invest in high-cost campaigns across digital platforms, traditional media, and community outreach channels, the demand for real-time analytics, performance tracking, and evidence-based evaluation continues to grow. Campaign Monitoring and Evaluation Training Course is designed to equip participants with practical skills in campaign performance measurement, KPI tracking, impact assessment, data visualization, and results-based management using modern tools and frameworks.

In today's fast-evolving digital ecosystem, success is no longer defined by campaign execution alone but by measurable outcomes such as reach, engagement, conversion rates, ROI, and social impact. This course integrates advanced monitoring frameworks, data analytics tools, and evaluation methodologies aligned with global best practices such as results-based management (RBM), logical framework approach (LogFrame), and theory of change. Participants will gain hands-on experience in designing M&E systems, interpreting campaign data, optimizing strategies in real time, and producing actionable insights for stakeholders and decision-makers.

Programme Curriculum

Campaign Monitoring and Evaluation Training Course

Introduction

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Course Duration

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Course Objectives

1. Understand fundamentals of campaign monitoring and evaluation frameworks
2. Apply Results-Based Management (RBM) in campaign assessment
3. Design Key Performance Indicators (KPIs) for digital and offline campaigns
4. Implement real-time campaign tracking systems
5. Analyze campaign effectiveness using data analytics tools
6. Develop Logical Frameworks (LogFrame) for structured evaluation
7. Apply Theory of Change in campaign planning and assessment
8. Measure Return on Investment (ROI) for campaigns
9. Conduct audience segmentation and behavior analysis
10. Use dashboards for performance visualization and reporting
11. Identify gaps and bottlenecks in campaign execution
12. Improve decision-making using evidence-based insights
13. Produce professional M&E reports for stakeholders

Target Audience

1. Digital marketing professionals
2. Monitoring and evaluation officers
3. NGO program managers
4. Government communication officers
5. Data analysts and researchers
6. Social media managers
7. Development project coordinators
8. Public relations and branding specialists

Course Modules

Module 1: Introduction to Campaign Monitoring and Evaluation

- Fundamentals of M&E systems
- Importance of data-driven campaigns
- Key concepts: KPIs, metrics, and indicators

- Differences between monitoring and evaluation
- Case Study: Evaluation of a national health awareness campaign in Kenya

Module 2: Results-Based Management (RBM)

- RBM principles and framework
- Setting measurable outcomes
- Linking activities to results
- Performance tracking systems
- Case Study: NGO education campaign impact tracking in East Africa

Module 3: Campaign Planning and KPI Development

- Designing SMART indicators
- Defining success metrics
- Aligning KPIs with objectives
- Data collection planning
- Case Study: Social media political engagement campaign analysis

Module 4: Data Collection and Monitoring Tools

- Digital analytics tools (Google Analytics, Meta Insights)
- Survey and feedback systems
- Mobile data collection apps
- Real-time dashboards
- Case Study: Mobile-based public health reporting system

Module 5: Data Analysis and Interpretation

- Quantitative and qualitative analysis
- Trend identification
- Conversion funnel analysis
- Audience behavior insights
- Case Study: E-commerce campaign performance optimization

Module 6: Impact Evaluation and ROI Measurement

- Cost-benefit analysis
- Attribution models
- ROI calculation methods
- Outcome vs output evaluation
- Case Study: Corporate advertising ROI evaluation study

Module 7: Reporting, Visualization and Communication

- Data storytelling techniques
- Dashboard creation
- Visual analytics tools (Power BI, Tableau)
- Stakeholder reporting formats
- Case Study: Government policy communication dashboard

Module 8: Adaptive Management and Campaign Optimization

- Real-time decision making
- Feedback loops and adjustments
- A/B testing strategies
- Continuous improvement frameworks
- Case Study: Optimizing a digital fundraising campaign

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com