

DIGITAL MARKETING
CURRICULUM GUIDE
3 Months Program

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Course Description – Digital Marketing

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.

PROGRAM IS BEST SUITED FOR

- Entrepreneurs
- College Students
- Marketing Professionals
- Job Seekers

WHY YOU SHOULD LEARN DIGITAL MARKETING?

- PWC has forecasted that digital advertising will reach a whopping \$240 billion in 2019, increasing from \$135 billion in 2029.
- Top MNC'S & new age startups in Pakistan looking for experts in digital marketing. Small Businesses also in the queue.
- Digital marketing opens door to Self- employment, freelancing, YouTube creator club & blogging.
- Job profiles after one course- SEO, Social Media Manager, Digital Marketing Analyst etc.

SALIENT FEATURES

- It's an Experienced Marketers initiative.
- Practical Training with Live Projects.
- Certificate as Proof of Training
- Weekly Assignments
- 24 x 7 Support
- Placement Assistance

COURSE SCHEDULE

- 3 Months course (2 Month Trainings and 1 Month professional work)
- 40 Minutes Lecture
- 10 Min Q/A session
- 1 Practice hour

COURSE INCLUDES:

- Digital Marketing Introduction
- Digital Marketing Vs. Traditional Marketing
- Website Planning Process
- Search Engine Optimization
- Social Media Marketing
- Google Analytics
- Google AdWords & Online
- Display Advertising
- Email Marketing
- Content Marketing
- App Store Optimization
- Affiliate Marketing
- Blogging & Freelancing to Make Money

DIGITAL MARKETING INTRODUCTION

Students will learn about:

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Understanding Digital Marketing Process
- Increasing Visibility, What is visibility?
- Types of visibility, Examples of visibility
- Visitors Engagement, What is engagement?, Why it is important Examples of engagement
- Bringing Targeted Traffic
- Inbound and outbound marketing
- Converting Traffic into Leads, Types of Conversion ,
- Understanding Conversion Process Tools Needed

DIGITAL MARKETING VS. TRADITIONAL MARKETING

Students will learn about:

- What's the difference between digital marketing and traditional
- Marketing, and why does it matter?
- Benefits of Traditional Marketing
- The Downside to Traditional Marketing
- Benefits of Digital Marketing
- Why Digital Marketing wins over traditional Marketing?
- Tools of Digital Marketing
- How We Use Both Digital & Traditional Marketing

WEBSITE PLANNING PROCESS

Students will learn about:

- What is Internet?
- Understanding domain names & domain extensions
- Different types of websites
- Based on functionality
- Based on purpose
- Planning & Conceptualizing a Website
- Booking a domain name & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Best & Worst Examples

SEARCH ENGINE OPTIMIZATION

- Understand Search Engines & Google
- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Long Tail Keywords
- Google Search Tips & Hacks

On-Page SEO

- Keyword Research with Google Keyword Planner.
- What is the difference between keywords stuffing & KW PLACEMENT?
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags, Description, Robots, Keywords, Author Redirection Tags Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Internal linking
- Robots.txt file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- Why is Alexa?
- Alexa Integration

Off-Page SEO

- What is OFF-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and
- No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- Do's and Dont's of link building
- Easy link acquisition techniques
- Domain Authority & How to Increase

LOCAL SEO & SEO PROJECT ESSENTIALS

- What is Local SEO?
- Google places optimization
- Classified submissions
- Citation
- NAP
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority

SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding the existing Social Media
- Paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
- Understanding Facebook marketing
- Practical session 1
- Creating Facebook page
- Uploading contacts for invitation
- Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices
- Understanding edgerank and art of engagement
- Practical Session 2
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- Advanced Facebook advertising using tools like Qwaya
- LinkedIn Marketing
- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices

- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text
- Twitter Marketing
- Understanding Twitter
- Tools to listen & measure Influence on
- Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards
- Video Marketing
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing
- websites
- Using youtube for business
- Developing youtube video marketing
- Strategy
- Bringing visitors from youtube videos to
- your website
- Creating Video AD groups
- Targeting Options
- Understanding Bid Strategy

GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

EMAIL MARKETING

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

LEAD GENERATION FOR BUSINESS

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing

AFFILIATE MARKETING

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in Pakistan
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate

- Getting you approved as an affiliate from Pakistan's top affiliate agencies
- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate company commission
- Trainers shares his secrets of affiliate marketing
- Story telling- trainer shows his live example of how he is making money these days as an affiliate

BLOGGING & FREELANCING TO MAKE MONEY

- What is AdSense?
- How to get approved for AdSense?
- Cool trick to get AdSense approval by Google
- Using your AdSense account interface
- Placing ads on your blog
- Creating blogs with our FREE theme
- Then we will share 1 secret method through which you will make money with AdSense

Freelancing & Project Management

Students will:

1. Learn about freelancing job concepts
2. Learn about freelancing Platform
3. Learn account creations – Online Shop formations
4. Create marketing kit – All social sharing posts
5. Understand and Practice the creation of personal project & Its branding
6. Learn to communicate and the art of sale generation
7. Understanding of customer's need and project scope defining
8. Do payment gateway finalization
9. Write Proposals and submission
10. Optimize business on Search Engines
11. Learn CV creation
12. Learn about job hunting

1 Month Internship

Students will:

1. Create portfolio
2. Work under senior' supervision
3. Perform daily tasks and learn work ethics
4. Learn the art of organizing folder and files
5. Learn office management

At the end of this course, student will be awarded with course certificate of 78 hours. Also will get internship letter for further job reference and portfolio verifications.