



DIGITAL MARKETING

DURATION
90 Days

1. INTRODUCTION TO DIGITAL MARKETING

GENERAL RULES:

- For each session there must be a motivational session (Live/video) .
All communications will be in English.

INTRODUCTION:

- Introduction to Digital Marketing
- About DoICT
- Course outline discussion

MARKETPLACE

- Briefing about marketplace
- Account Creation
- How to bid
- oProfile completion/ Portfolio generation

COMMUNICATION:

- Most important soft skills (teamwork, problem-solving, communication, adaptability, critical thinking, time management, and interpersonal.)
- Why ethics is important
- Ethics in personal and professional life
- Uses of Gmail
- o How to communicate with clients
- o Introduction to the marketplace o Case Study

INTRODUCTION:

- Discussion about different branches in digital marketing
- Tools and Techniques

SEO:

- SEO Keyword Research; o SEO Tools
- One page SEO
- URL Structure of SEO
- Finding and Removing Duplicate and thin content
- Off page SEO and Link building
- Improving site-load speed for SEO
- Freelancing with SEO on Fiverr/Upwork or getting an SEO job.

SOCIAL MEDIA MARKETING:

- Introduction to the course; o Social media strategy
- Types of social media; o Social Media Content Marketing
- Facebook;
- Understanding the Facebook Algorithm
- Scheduling Posts
- Best Practices for Setting up a Facebook Business Pages
- Strategies for Leveraging Facebook Groups for Growth;
Facebook Ads Strategy
- How to Setup the Facebook Pixel
- Facebook Conversion Tracking
- Facebook Audience Targeting
- Facebook Ad Creation and Optimization
- Facebook Account Management
- 03 Case Study
- YouTube
- Introduction to YouTube Marketing
- Privacy and Security
- Ads and Tools
- 03 Case Study;
- Twitter

- Twitter marketing course introduction
- Privacy and Security
- Using hashtags correctly
- Twitter Ads and Tools
- 01 Case Study
- Instagram
- Understanding the Instagram Algorithm
- The Instagram Ecosystem
- Instagram Content Strategy
- Instagram Posting Strategy
- Instagram Advertising
- 3 Case Study
- Blogging

INTRODUCTION

- Creating a WordPress site/blog
- Content and frequency
- Optimization
- Case Study
- Social media automation
- Additional case study

AFFILIATE MARKETING:

- Affiliate Marketing lifecycle
- Affiliate program and joining
- Niche Research
- Keyword Research and Competitor Analysis using Tools
- Website Customization for Amazon
- Affiliate Account Creation
- Affiliate Link Placement
- Promoting Affiliate Product
- On-page SEO for affiliate website
- Setting up Facebook business page
- Social media automation and traffic
- Set up YouTube video Ads; o Case Study

CONTENT MARKETING:

- Content Marketing Overview and Strategy
- Content Marketing Channels
- Content Strategy & Challenges
- Blog Marketing
- Image Marketing and Video Marketing
- Article and Press Release Marketing
- Event Marketing; o B2B Marketing;
- 01 Case Study

MOBILE/EMAIL MARKETING:

- Understanding Mobile/Email Marketing
- Creating a Contact Management and Segmentation Strategy
- Sending the Right Email
- Creating a High-Performing Email
- Understanding Email Deliverability
- Outlining the Design of Your Marketing Emails
- Analyzing Marketing Emails
- Testing Marketing Emails
- Developing Relationships With Lead Nurturing
- Case Study

**PRACTICE SESSION
OVERALL CASE STUDY
FINAL PLACEMENTS**