ছাত্র-ছাত্রীর নাম: আইডি নাম্বার: মোবাইল নাম্বার:

Total Class: 55

ক্লাস নং	ক্লাসের বিষয়সমূহ	উপস্থিতি	শিক্ষক স্বাক্ষর
Introduction to Digital Marketing			
01	✓ Definition of digital marketing ✓ Overview of digital marketing channels		
02	✓ Importance of digital marketing in the modern world ✓ Understanding the digital marketing landscape		
SMM (Social media marketing)			
03	**Introduction to Social Media Marketing** ✓ Facebook, LinkedIn, Twitter, YouTube, Pinterest		
04	**Module 1: Introduction to Facebook Marketing** ✓ Overview Facebook as a marketing platform ✓ Importance of having a Facebook business page ✓ Setting up a Facebook business page		
05	**Module 2: Facebook Page Setup** ✓ Customizing your Facebook business page ✓ Adding information about your business ✓ Utilizing Facebook Pages for customer service and engagement		
06	**Module 3: Creating Compelling Facebook Content** ✓ Types of content that work best on Facebook ✓ Writing engaging captions and call-to-actions ✓ Best practices for posting frequency		
07	**Module 4: Facebook Store Setup (Commerce Manager)** ✓ Setting up a Facebook Shop for e-commerce businesses ✓ Adding products and creating collections ✓ Integrating your store with your website ✓ Utilizing Commerce Manager to manage orders & reports and insights		
08	**Module 6: Facebook Ad Campaigns (Ads Manager)** ✓ Introduction to Facebook Ads & Ad campaign ✓ Understanding different ad formats (Image, video, carousel, etc.) ✓ Setting a budget and targeting options		
09	**Module 7: Measuring Facebook Marketing Success** ✓ Understanding key metrics (Reach, engagement, conversions, etc.) ✓ Measuring the success of your Facebook marketing campaigns		
10	**Module 8: Facebook Monetization** ✓ Overview of Facebook monetization options ✓ Monetizing your Facebook content through Facebook Creator Studio ✓ Utilizing Facebook Gaming for gaming creators		
11	**Module 9: Advanced Facebook Marketing Strategies** ✓ Utilizing Facebook Live for real-time engagement ✓ Integrating Facebook Messenger for customer service and engagement ✓ Creating and running a Facebook Group for your business ✓ Utilizing Facebook Stories for increased reach and engagement		
12	**Module 1: Introduction to LinkedIn Marketing** ✓ Overview of LinkedIn marketing, audience and demographics ✓ Setting up a LinkedIn company page		

13	**Module 2: Optimizing LinkedIn Company Page and Building Your Network** ✓ Customizing company page & Adding information about your business ✓ Building and growing your personal LinkedIn network ✓ Utilizing LinkedIn groups for networking and engagement		
14	**Module 3: Creating Compelling LinkedIn Content and Advertising** ✓ Types of content that work best on LinkedIn ✓ Creating visually appealing posts & Best practices for posting frequency		
15	**Module 4: LinkedIn Marketing Success and Utilizing Sales Navigator** ✓ Writing engaging captions and call-to-actions, Ad campaign & targeting ✓ Building and running a LinkedIn Group & Store/shop for your business ✓ Creating and publishing long-form content on LinkedIn		
16	**Module 1: Introduction to Twitter & Building Your Twitter Presence** ✓ Overview of Twitter, Setting up a Twitter account ✓ Building your Twitter profile, network and following relevant users		
17	**Module 2: Creating Content on Twitter & Measuring Twitter Success** ✓ Understanding the types of content that work well on Twitter ✓ Creating tweets, Writing engaging captions and call-to-actions ✓ Measuring the success of your Twitter marketing efforts		
18	**Module 1: Introduction to Pinterest and Creating a Strategy** ✓ Overview of Pinterest & Setting up a Pinterest business account ✓ Optimizing your Pinterest profile & Creating visually appealing pins ✓ Writing engaging captions, descriptions, marketing goals and objectives		
19	**Module 2: Pinterest SEO and Analytics** ✓ Understanding Pinterest search and how it works ✓ Utilizing Pinterest SEO best practices to improve your content's visibility		
20	**Module 1: YouTube Marketing and Setting up a YouTube Channel** ✓ Introduction to YouTube Marketing & Setting up a YouTube Channel		
21	**Module 2: Content Creation and Video Optimization** ✓ Content Creation & Video Optimization		
22	**Module 3: Video Promotion, Video Analytics, and Advanced Strategies** ✓ Video Promotion, Video Analytics, YouTube Advertising ✓ Collaborations and Influencer Marketing ✓ Advanced Strategies, Conclusion and Future of YouTube Marketing.		
	Pay-Per-Click (PPC) Advertising		
23	**Module 1: Introduction to PPC Advertising – (setup Blogger/WordPress)** ✓ Bing Ads , Facebook Ads, Media.net, Adsterra		
24	**Module 2: Ad Network** ✓ Infolinks, Taboola, Google AdSense		
25	**Module 3: Ad Network** ✓ Propeller Ads, Bidvertiser, Revcontent		
26	**Module 4: PPC Advertising** ✓ Keyword Research, Ad Copywriting ✓ Ad Campaign Structuring, Targeting and Audience Segmentation		
	Pay-To-Click (PTC) & Data Entry		
27	Introduction to PTC & Account		
28	Top Paid PTC site list		
29	Top Paid Date Entry Site		

	Email Marketing		
30	**Class 1: Introduction to Email Marketing & Building an Email Marketing Strategy**		
	✓ Overview of email marketing, Benefits & limitations of email marketing		
	✓ Target audience and marketing goals		
	✓ Choosing an email marketing platform		
31	**Class 2: Creating Effective Emails and List Management**		
	✓ Designing email templates, Writing subject lines and call-to-actions		
	✓ Segmenting email lists, Building and maintaining high-quality lists		
32	**Class 3: Email Campaign Planning, Ethical, Legal Considerations & Conclusion**		
	✓ Planning and executing campaigns, Collect Email List in Google		
	✓ Testing and optimizing, Measuring success, CAN-SPAM compliance		
	✓ Data privacy and security, Recap of key concepts		
	✓ Future trends and developments in email marketing.		
	SMS Marketing		
33	Class 1: Introduction to SMS Marketing		
	✓ Advantages of SMS Marketing compared to other marketing channels		
	✓ Importance of SMS Marketing in today's digital landscape		
34	Class 2: Planning and Executing Bulk SMS Campaigns		
	✓ Setting marketing goals and objectives for bulk SMS campaigns		
	✓ Choosing the right SMS platform (Android to sms & bulk SMS)		
	✓ Scheduling and launching a bulk SMS marketing campaign		
35	Class 3: Measuring and Optimizing Bulk SMS Results		
	✓ Analyzing bulk SMS marketing campaign results & identifying areas for improvement		
	✓ Best practices for A/B testing and optimization in bulk SMS campaigns		
	✓ Tips for personalizing bulk SMS messages for improved engagement & conversion rates		
	SEO (Search Engine Optimization)		
36	**Module 1: Introduction to SEO**		
	✓ Definition of SEO, Importance of SEO, **SEO vs SEM**		
	✓ Role of algorithms in search engine results, How search engines work		
37	**Module 2: Keyword Research**		
	✓ Understanding the user's search intent, Identifying target keywords		
	✓ Analyzing keyword competition, Keyword research tools		
38	**Module 3: On-Page Optimization**		
	✓ Title tags & meta descriptions, URL structure, Header tags (H1, H2, etc.)		
	✓ Content optimization (quality, relevance, and length)		
	✓ Image optimization (file size, alt tags, etc.)		
	✓ Internal linking, Sitemap and robots.txt		
39	**Module 4:** Off-Page Optimization		
	✓ Backlinks		
	✓ Link building strategies (guest blogging, broken link building, etc.)		
	✓ Social media promotion		
40	**Module 5:** Technical SEO		
	✓ Website architecture and design, Mobile optimization		
	✓ Page speed optimization, Indexing and crawling		
	✓ Schema markup, SSL and HTTPS		
41	**Module 6: Local SEO**		
	✓ Google My Business, Local listings and directories		

	✓ Local keyword research, Review management, Google adds Paid (**SEM**)		
42	**Module 7: Advanced SEO Topics** ✓ Voice search optimization, Video SEO, E-commerce SEO ✓ International SEO, Personalization and algorithmic bias		
43	**Module 8: SEO Best Practices and Ethical Considerations** ✓ Black hat SEO techniques to avoid ✓ Ethical SEO practices ✓ SEO industry updates and changes ✓ Staying up-to-date with SEO news and developments		
	Affiliate Marketing		
44	Introduction to Affiliate Marketing: ✓ Definition and history of affiliate marketing ✓ How affiliate marketing works ✓ Benefits and drawbacks of affiliate marketing		
45	Finding and Joining Affiliate Programs: ✓ Identifying affiliate networks and programs ✓ Applying for affiliate programs ✓ Understanding commission structures and payout methods ✓ ShareASale (https://www.shareasale.com/) ✓ Commission Junction (https://www.cj.com/) ✓ Amazon Associates (https://affiliate-program.amazon.com/)		
46	Building an Affiliate Website: ✓ Choosing a domain name and hosting ✓ Creating a website and blog ✓ Optimizing the website for search engines		
47	Creating Content: ✓ Understanding the importance of content in affiliate marketing ✓ Types of content: product reviews, how-to guides, top lists, etc. ✓ Creating high-quality content that engages your audience		
48	Promoting Affiliate Products: ✓ Understanding your target audience ✓ Creating a marketing strategy ✓ Utilizing social media and email marketing ✓ Testing and optimizing your marketing efforts		
49	Earning and Tracking Commissions: ✓ Understanding and tracking affiliate link clicks ✓ Understanding and tracking sales ✓ Receiving and tracking payouts ✓ Finding and promoting new affiliate products		
50	Review Class of Affiliate Marketing		
	Digital Marketing Ethics and Best Practices		
51	**Ninja Technic of Digital Marketing – Bikrom sir**		
52	**Hidden (Advance Technic) Digital Marketing – Bikrom Sir**		
53	**Extra Class**		
54	**Extra class**		
55	**Extra Class**		