

## DHANWIS - DIGITAL MARKETING DAYWISE SCHEDULE

DAY	TOPIC	HRS
DAY - 1	introduction about digital marketing , difference between traditional and digital marketing, scope of digital marketing job roles, various branches of digital marketing, consumer behaviour, brand management, forecasting	3
DAY - 2	design concepts, poster creation criteria, socialmedia rules about posters, canva intro, canva tools	3
DAY - 3	poster designing - practical session - CANVA	3
DAY - 4	poster designing - practical session - CANVA	3
DAY - 5	poster designing - practical session - CANVA	3
DAY - 6	introduction about photoshop, Canvas sizes & units, social media sizes, tools, Freepik, png websites, pexels, AI tools for designs	3
DAY - 7	poster designing - practical session - PHOTOSHOP	3
DAY - 8	poster designing - practical session - PHOTOSHOP	3
DAY - 9	poster designing - practical session - PHOTOSHOP	3
DAY - 10	Content Development - Importance of content in social media, strategy about content building, how to write effective content,	3
DAY - 11	Content Creation - practical session - English	3
DAY - 12	Content creation - practical session - malayalam	3
DAY - 13	content creation - practical session - english and malayalam	3
DAY - 14	What is content calendar, importance of content calendar, how to build content calendar, tools for content calendar, criteria	3
DAY - 15	Introduction about META, creating Facebook profile difference between profile & Professional account, Creating Pages, creating Insta account, Difference between, private, professional & business account	3
DAY - 16	Facebook and Insta Page settings, include professional dashboard options - page setup, security, privacy, account Link Like Instagram, Whatsapp,	3
DAY - 17	introduction about META business Suite, why we use Meta business for Professional Page management, Tools In META, What is Business Portfolio, How to Use Business Portfolio, publishing Posts	3
DAY - 18	What is Ad account, how to create AD account, how to assign business portfolio and AD account access to other people AD account setup	3

DAY - 19	What is BOOST option, How to use AD CENTRE and different options in AD CENTRE	3
DAY - 20	What is AD MANAGER, How to use AD Manager For AD Promotions, different campaigns in AD manager, Explain About Each Campaigns, importance, what is special category Ads, Ad Placement Types: Advantage+ & Manual Budgeting, Scheduling, and Detailed Targeting etc..	3
DAY - 21	AD manager - practical session - 1	3
DAY - 22	AD manager - practical session - 2	3
DAY - 23	AD manager - practical session - 3	3
DAY - 24	Creating Forms & Setting INSTANT FORM based Ads	3
DAY - 25	Competitor Analysis, Introduction About AD Library	3
DAY - 26	Socialmedia Auditing , Report Preparation, Insight Tools,	3
DAY - 27	Chat GPT & AI Tools - Developing Marketing Strategies Using AI (ChatGPT and Others), Building Marketing Funnels with AI Tools, Writing High-Quality Blog Posts Using AI, Email Marketing Content Creation with AI	3
DAY - 28	Chat GPT & AI Tools - Practical session	3
DAY - 29	Creating Linkdin and Twitter Accounts, Setting Business Profiles	3
DAY - 30	Creating Youtube Account, Setting Account, manage Youtube by using YT Manager(YT Studio), upload videos, Adding Title, description, meta tags, thumbnile, Google Adsense	3
DAY - 31	SEO INTRODUCTION, Importance of SEO, Why We use SEO	3
DAY - 32	introduction about, Google Search Console, Google Analytics, How to integrate Search Console and Analytics, creating, GMB	3
DAY - 33	ON PAGE SEO - On Page SEO Basics, Meta Tag Optimization, website structure and internal links, content, strategies, etc..	3
DAY - 34	TECHNICAL SEO - Sitemap implementation, Robots.txt and access control, optimizing site performance and mobile usability etc..	3
DAY - 35	Keyword Research and Developing	3
DAY - 36	Positive Keywords and Negative Keywords, how to use theses keywords	3
DAY - 37		3
DAY - 38	OFF PAGE SEO - Understanding Backlinks, Backlink type, content submission techniques,	3
DAY - 39	Link Building and blog submission - Practical session - 1	3
DAY - 40	Link Building and blog submission - Practical session - 2	3
DAY - 41	Link Building and blog submission - Practical session - 3	3
DAY - 42	SEO Report Preparation	3
DAY - 43	Introduction About Google ADS, Creating Campaigns	3
DAY - 44	Google Ad Practical Session	3
DAY - 45	Google Ad Practical Session	3
DAY - 46	Google Ad Practical Session	3
DAY - 47	Google Ads Performance analysis and Report Preparation	3
DAY - 48	Affiliated marketing and Influencing Marketing	3

DAY - 49	International Certification Exam	3
DAY - 50	International Certification Exam	3
DAY - 51	Written Exam	3
DAY - 52	Mock Interview and Quality Checking	3