**Digital Marketing Course Outline**

**Beginner Digital Marketing**

1. **Introduction to Digital Marketing**
   1. Digital Marketing Landscape: An Overview
   2. The Role and Importance of Digital Marketing in Modern Business & Ethiopia
   3. Evolution & Current Trends in Digital Marketing
   4. Understanding Ethiopia’s Digital Ecosystem and Opportunities
2. **Content Marketing Essentials**
   1. Introduction to Content Marketing: Concepts and Benefits
   2. Crafting Content Strategies for Local and Global Audiences
   3. Audience Identification and Goal Setting
   4. Content Types & Formats
   5. AI-Enhanced Content Creation Tools:
      1. **Video Editing & Generation:** Capcut, Lumen5, Pictory
      2. **Faceless Video Production: Synthesia, Pictory**
      3. **Audio Optimization: Auphonic, Adobe Podcast Enhancer**
      4. **Graphic Design: Canva, Adobe Firefly**
      5. **AI Writing: Jasper AI, ChatGPT**
   6. Content Distribution & Promotion:
      1. **Scheduling & Targeting with Buffer, Hootsuite, Later**
      2. **Leveraging Social Media & Email for Reach**
      3. Interactive Content: Quizzes (Typeform), AR Filters (Spark AR), Shoppable Videos
3. **Social Media Marketing (SMM)**
   1. Overview of Popular Platforms: Facebook, Instagram, TikTok, LinkedIn, Twitter
   2. Creating Effective Social Media Strategies
   3. Content Creation & Curation Best Practices
   4. Social Media Advertising Fundamentals
   5. Community Management & Engagement Techniques
   6. Mastering TikTok & Instagram Reels Algorithms
   7. Social Commerce Integration: Instagram Shops, WhatsApp Business API
   8. Community-Led Growth Strategies & User-Generated Content
4. **Freelancing & Online Shopping Essentials**
   1. LinkedIn Optimization — Your Professional Brand Online
   2. Upwork Fundamentals — Start Freelancing with Confidence
   3. AliExpress & Shein — Smart, Safe International Shopping