

Contact Info:

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Learning Outcomes

- Explore ins & outs of Digital marketing;
- Design, Measure, Analyze, Improve & Control Facebook Content Marketing;
- Design, Measure, Analyze, Improve & Control Facebook Paid Campaign;
- Understand marketing strategy of Google Plus, Youtube, Twitter & Instagram
- Analyze digital marketing KPI measurement Tools

Course Module on Digital Marketing

Digital Marketing: Specialized Training Course Outline (75 Hours)

Day	Unit of Competency	Session 01 : Description	Session 02 : Description
1	Define & Research Keyword	<ul style="list-style-type: none">• Define keyword/keywords• Different types of keywords : marketing defining keywords, Customer-defining keywords, Product keywords & Geo-targeted keywords	Use keyword planner tool to research keyword
2	Use On Page Optimization to Grab Organic Traffic	<ul style="list-style-type: none">• Define on page optimization & explore the importance of on page optimization	On page Optimization ranking factors : Include subject in title tag & URL, alt text insertion in image etc.
3	On-page optimization in WordPress site	<ul style="list-style-type: none">• Use Link structure optimization technique from WordPress site Link Structure	Introduce with Wordpress SEO Plug in : Wordpress SEO by Yoast Install Wordpress SEO by Yoast plug in
4	On-page optimization in WordPress site	<ul style="list-style-type: none">• Explore different features of Wordpress SEO by Yoast Tool• Implement on page optimization metrics in wordpress website	Create sitemap in a wordpress delegated website Use robot.txt

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5	Google Webmaster Tools	<ul style="list-style-type: none">• Introduce with Google Webmaster Tool• Explore magical features of Google Webmaster Tool	Find out the Connection between Google Webmaster tool with on Page SEO Optimization
6	Google Analytics	<ul style="list-style-type: none">• Install Google analytics• Add new website in Google Analytics• Study Audience features of Google Analytics	Analyze Acquisition feature of Google analytics Study audience behavior from behavior feature of GA Explore Real Time feature of GA
7	Marketing at Twitter & Pinterest	<ul style="list-style-type: none">• Optimize Twitter Profile• Use of Hashtag• Explore Advanced search option in Twitter• Twitter Tweet feature for branding/awareness creation	Create board in Pinterest Increase followers through organic strategy Generate Sales through Pinterest
8	Quiz & Assessment		
9	Marketing at LinkedIn and quora, twitter	<ul style="list-style-type: none">• Create profile at LinkedIn• Optimize Profile in LinkedIn for better result.• Explore different features of linked in	Create profile at Quora Study activities at quora and engage for better result Find out potential client from quora
10	Marketing through Youtube	<ul style="list-style-type: none">• Create a new channel• Channel settings• Channel Optimize• Vanity URL	On page optimization(Title Tag optimization, description optimization using keywords, thumbnail optimize)
11-19	One Live Project on Digital Marketing		