

Course Module on Digital Marketing

Fees TK. 12000.00/-

- Introduction to Digital Marketing and Digital marketing tools
- Explore Content marketing Platform
- Research Target Audience and Content Topic
- Article structure development
- Writing article and Optimization of Article for Search Engine
- Development of Image and Video content
- Create Slide Content and Posting to different content channels
- Planning Content Marketing & Measuring KPIs of Content marketing
- Development of Custom Blog
- Quiz & Assessment
- Introduce with Facebook marketing
- Explore Facebook Algorithm (EDGE Rank) , Content strategy & content calendar
- Explore Lead Generation and Lead Nurturing techniques
- Analyze Audience through Audience Insight
- Create Facebook Business page and Paid Campaign (Basic)
- Paid campaign and Remarketing technique
- Measure, Analyze, Improve & control Facebook campaign
- Live Project on Facebook Paid Ad Campaign
- Quiz & Assessment