

## 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: Foundation Training (75 Hours)

<b>D a y</b>	<b>Unit of Competency</b>	<b>Session 01 : Description</b>	<b>Session 02 : Description</b>
1	Introduction to Digital Marketing and Digital marketing tools	<ul style="list-style-type: none"><li>• ABC of Digital Marketing</li><li>• Tools of Digital marketing e.g. content marketing, SMM, SEO, Affiliate, email marketing, and video marketing.</li><li>• Career opportunities of Digital Marketing</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Content Marketing, Social Media Marketing, Search Engine Optimization, Affiliate Marketing, Email Marketing and</li><li>• Video Marketing</li></ul>
2	Explore Content marketing Platform	<ul style="list-style-type: none"><li>• Importance of content marketing?</li><li>• Introduction to different types of content: Article Image content, Video Content, Slide Content, Audio Content</li></ul>	<ul style="list-style-type: none"><li>• Exploring content marketing platforms: Blogging (personal blog, company blog, guest blog, free blog, Facebook, linkedin, google plus, medium, Pinterest, You tube, Vimeo, Slideshare.net, Soundcloud.net</li></ul>
3	Research Target Audience and	<ul style="list-style-type: none"><li>• Audience Research Tools: FB audience Insight</li></ul>	<ul style="list-style-type: none"><li>• Content Topic Research Tools: keywords planner,</li><li>• Study Competitor's content from</li></ul>

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	Content Topic	<ul style="list-style-type: none"> <li>Explore Related active social media groups/pages</li> <li>Discussion @ Forum</li> </ul>	<ul style="list-style-type: none"> <li>blog or other media</li> <li>Social media conversation</li> <li>Discussion @ Forum</li> </ul>
4	Article structure development	<ul style="list-style-type: none"> <li>Understanding the importance of content?</li> <li>Grab Idea from related other content link</li> <li>Article structure development strategy : Catchy title plan, Topics highlight, Sub title / Heading, Closing format</li> </ul>	<ul style="list-style-type: none"> <li>Use reference link from valuable site at content</li> <li>Utilize related quote of any influencer or others</li> <li>Practice data report (if have)</li> <li>Watch video (If have)</li> <li>Study info graphics (If have)</li> <li>Use own create image</li> </ul>
5	Writing article and Optimization of Article for Search Engine	<ul style="list-style-type: none"> <li>Rewrite article from another article?</li> <li>Collect information from other articles.</li> <li>Write article from image content, video content and from Slide content</li> </ul>	<ul style="list-style-type: none"> <li>Concept of pillar article</li> <li>Understanding search engine Algorithm : Title optimization, Image optimization, keyword density checking, relevancy, Internal Linking, External Linking, open paragraph, Bounce Rate</li> <li>Convert to engaging content and Valuable content</li> </ul>
6	Development of Image and Video content	<ul style="list-style-type: none"> <li>Exploring features of image &amp; video content making tools e.g. Canva, Skitch, Piktochart, Magix photo designer</li> </ul>	<ul style="list-style-type: none"> <li>Video content creation tools : camtasia&amp; video maker fx</li> <li>Video content editing &amp; publishing</li> </ul>
7	Create Slide Content and Posting to different content channels	<ul style="list-style-type: none"> <li>Generate Content idea</li> <li>Introduce with content generation Tools: PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>Post article in Web2.0 platform</li> <li>Share article in Slideshare.net</li> </ul>
8	Planning Content Marketing & Measuring KPIs	<ul style="list-style-type: none"> <li>Concept of Guest blogging</li> <li>Explore different Social media platforms e.g. Facebook, Twitter, Pinterest &amp; Instagram</li> </ul>	<ul style="list-style-type: none"> <li>Plan Content Marketing strategy</li> <li>Measure success of content marketing based</li> </ul>

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	of Content marketing		on audience feedback
			<ul style="list-style-type: none"> <li>Response readers</li> </ul>
9	Development of Custom Blog	<ul style="list-style-type: none"> <li>Introduction to Wordpress</li> <li>Steps of blog development;</li> <li>Domain selection</li> <li>hosting configuration</li> <li>Blog site develop by hosting application through cpanel</li> <li>Cpanel</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Word press theme</li> <li>Free theme setup</li> <li>Free theme customize</li> </ul>
10	Quiz& Assessment		
11	Introduce with Facebook marketing	<ul style="list-style-type: none"> <li>Importance of Facebook Page &amp; Group Creation</li> <li>Setting up of Facebook page &amp; group</li> <li>Facebook page role, auto messaging &amp; Facebook page reviews</li> <li>Difference between Facebook profile, Facebook page and Facebook group</li> </ul>	<ul style="list-style-type: none"> <li>Event creation steps on Facebook</li> <li>Concept of Scheduling Post, Backdate Post, Event, Milestone, offer.</li> <li>Facebook Notes</li> </ul>
12	Explore Facebook Algorithm (EDGE Rank) , Content strategy & content calendar	<ul style="list-style-type: none"> <li>EDGE Rank</li> <li>Post value</li> <li>Post rank</li> <li>Post score</li> </ul>	<ul style="list-style-type: none"> <li>Content strategy develop</li> <li>Content calendar plan</li> <li>Content calendar template</li> </ul>
13	Explore Lead Generation and Lead Nurturing techniques	<ul style="list-style-type: none"> <li>Explore the benefits of sales funnel</li> <li>Difference between page like and lead</li> <li>Lead Generate at organic way By blogging, From others social media, From competitor's page, From related fb group, From friendlist of influencer, By Email signature</li> </ul>	<ul style="list-style-type: none"> <li>Lead Nurturing Technique</li> <li>Convert to sell</li> <li>Case study of sales funnel</li> </ul>
14	Analyze Audience	<ul style="list-style-type: none"> <li>Ins &amp; Outs of Page</li> </ul>	<ul style="list-style-type: none"> <li>Set target audience in a non paid</li> </ul>

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	through Audience Insight	insight? • Create an audience set page insight report	way inside Facebook page
1 5	Create Facebook Business page and Paid Campaign (Basic)	• Create Facebook business account & Ad account • Adding Payment method in Facebook business account • Set up Saved Audience, Custom Audience & Look A Like Audience	• Find out Your marketing objective & align Marketing objective • Explore Facebook Campaign Structure : Campaign > Ad Set > Ad • Utilize the power of Facebook power editor
1 6	Paid campaign and Remarketing technique	• Explore Facebook magic feature Facebook Pixel ? • Install Facebook pixel • Define Facebook conversion pixel & install Facebook Conversion pixel	• Define Remarketing & Retargeting • Facebook Marketing Jargon: Impression, Engagement; , Reach, Frequency, CTR, CPM, CPC, ROI, Ad Relevancy.
1 7	Measure, Analyze, Improve & control Facebook campaign	• Use of Google Analytics URL builder to measure Facebook Traffic exactly • Set up custom audience leveraging the power of Facebook pixel.	• Ad Relevance Optimization Technique, Placement Optimization, Adset Optimization, Age Group Based optimization.
1 8	Live Project on Facebook Paid Ad Campaign		
1 9	Quiz & Assessment		