

SAAZ Skills Institute

Course Outline

Digital Marketing

Course Duration: 03 Months

1st Month

1st Week

1. Base setting: what is marketing
2. Evolution of marketing
3. What is digital media
4. What is digital marketing
5. Why this digital marketing is so important
6. Mindset development: thinking like a digital marketer
7. Negotiating clients with confidence
8. Manage quality and quantity of project
9. Project selection for beginner project ad creation project
10. Facebook: what is Facebook
11. Opening a personal account on Facebook
12. Facebook setting UP basic information on Facebook

2nd Week

1. Facebook privacy and other advanced setting on Facebook
2. Facebook basics of posting on Facebook
3. Creating a page on Facebook
4. Setting up information and settings
5. Facebook assigning and editing page rules
6. What is organic reach
7. Organic VS Paid reach
8. Organic reach methods
9. Paid reach pros and cons
10. What is Adverts?
11. Creating account on advert
12. Linkin payment method and address in advert

3rd week

1. Linking Facebook page with advert
2. Understanding boosting promoting and other types of paid
3. When and how to promote the page
4. Creating and updating your target market
5. Review the performance of ads
6. Controlling campaigns through adverts app
7. Pausing resuming and creating new campaigns
8. What is Twitter and why do use it
9. Creating and account on Twitter

	10. Understanding the follows and followers 11. What is YouTube and why do use it 12. Popular YouTube pages and videos 13. Creating an account on YouTube 14. How to become a youtube earner
4th week	1. How to create and manage your channel 2. How to post videos to gain reach 3. How to create an account on Y studio 4. Receiving money from youtube and reviewing 5. What is linkedin and why do use it 6. Creating an account on LinkedIn and updating information 7. How to create a company page 8. Using LinkedIn marketing to connect the people 9. How to post a job on LinkedIn 10. Using organic method to find people as per client requirement 11. Most common ad platforms adverts, ad word, ad sense 12. Types of advertisement search, display social media, and video ads
2nd Month	
1st Week	1. What are search ads and why to use it 2. What are display as and why to use it 3. What are video ads and why to use it 4. Importance of Google in the ad world 5. Creating a basic ad in Photoshop 6. Display ad importing images using type tools and using layers 7. World most known free resources for picture 8. Exporting in JPG , PNG etc 9. Review display ad with client
2nd Week	1. Creating video: ads accepted format and specification 2. Adds understanding true view video and and dynamic 3. Ads basics of shooting gif and story board 4. Add testing with the client for approval 5. What is Google AdWords and why to use it 6. Creating an account on Google ad words 7. Updating info and linking payment methods 8. Understanding the Google advert interface
3rd Week	1. Creating search ad campaign 2. Setting budget and Bid strategy 3. Importance of location and targetting 4. Google AdWords picking the right keyword for indexing 5. Making a search ad 6. Art of writing and add

	7. Understanding Google qualities score and most common mistakes with Google ad 8. Dealing with adwords search ad freelancing project
4 th Week	1. Understanding CTR, CPC and charging mechanism 2. What is true view 3. In depth targeting and YouTube linking 4. Creating display ad campaign 5. Understanding review and charging mechanism 6. What are product listing or shopping ads 7. Creating shopping ads in adword 8. What is SEO
3 rd Month	
1 st Week	1. Types of SEO 2. Email marketing and why it is so important 3. Blog when and why to use it 4. Blog types of freelancing blogging project 5. Creating and account on blogger 6. Understanding the blogger interface and starting blog 7. Important things to consider 8. Using Rich content to blog and marketing
2 nd Week	1. Linking block with Facebook YouTube and other social mediums 2. Tips to make a great blog 3. Sales buddy is online lead generation and type of project 4. What clients want and where can you find it from 5. What is craigslist and how to create an account on it 6. Types of craigslist ad jobs 7. What are Facebook group 8. Joining Facebook groups and posting for marketing
3 rd Week	1. What are job portal 2. Job portal ads and increasing response rate 3. What is wix and why it is important 4. Creating an account on wix 5. Setting up website 6. Connecting domain with the website
4 th Week	1. What is taboo and examples 2. Create an account on taboo 3. Creating a campaign 4. What is marketing automation 5. Types of marketing automation

- 6. Introduction to mail chimp
- 7. Creating and account on mail chimp
- 8. Creating a campaign
- 9. 4 P's of marketing
- 10. 5 S's of digital marketing Sell
- 11. 5 S's of digital marketing Serve
- 12. 5 S's of digital marketing Speak
- 13. 5 S's of digital marketing Save
- 14. 5 S's of digital marketing Sizzle
- 15. Customer experience guru
- 16. Course and skills review
- 17. Future directions for Digital marketing freelancer

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