



Digital Marketing Course

01

Job Seekers

Looking to launch a career in an exploding market.

02

Employees

Looking to increase their skill set to become a more valuable employee.

03

Business Owners

Looking to grow their business through online marketing.

Course Outline:

Module 1

Digital Marketing Basics

- ✓ What is Digital Marketing?
- ✓ fundamentals of Digital Marketing
- ✓ Digital Marketing step-by-step
- ✓ Search marketing- let the customers find your business!
- ✓ Search Query I keyword
- ✓ Search Engine marketing
- ✓ Local Search results
- ✓ SEO- organic Search results
- ✓ Display advertising
- ✓ Content marketing
- ✓ Video Marketing
- ✓ Email Marketing
- ✓ Responsive design



Contact Us. We are here.

1st, Floor, Image Tower, Gulshan-e-Jamal, Main Rashid Minhas Road, Karachi.
Phone: +92 303 8766660 | Email: info@corvitsystems.com.pk | FB: www.facebook.com/khicorvit
Web: www.corvitsystems.com.pk

Module 2

Search Engine Optimisation

- ✓ Why SEO?
- ✓ Google's search engine Algorithm
- ✓ How search Engine works?
- ✓ 19 important SEO tips?
- ✓ Backlinks
- ✓ Mobile SEO

Module 3

Google Adwords

- ✓ Paid (or PPC, CPC) Ads
- ✓ Keyword research
- ✓ Google Keyword planner
- ✓ Applying keywords match options
- ✓ Adwords account Structure
- ✓ Things to remember while setting up PPC campaigns
- ✓ Remarketing I Retargeting

Module 4

Google Analytics

- ✓ Google Analytics - measure your success
- ✓ How to setup Google Analytics
- ✓ What needs to be measured
- ✓ Google Analytics - real Time reporting
- ✓ Google Analytics - Comparisons
- ✓ Google Analytics - Export and Share reports
- ✓ How do visitors find our website?
- ✓ Acquisition
- ✓ Track conversions

Module 5

Social Media Basics

- ✓ Social Media marketing strategy
- ✓ Social Media marketing Plan
- ✓ Social Media networks
- ✓ How to setup Social Media business pages?
- ✓ How to setup Ads on social Media networks?
- ✓ Google Alerts
- ✓ Convert website visitors into Leads
- ✓ Manage/ Schedule your updates easily
- ✓ Measure Success
- ✓ Viral marketing

Contact Us. We are here.

1st, Floor, Image Tower, Gulshan-e-Jamal, Main Rashid Minhas Road, Karachi.

Phone: +92 303 8766660 | Email: info@corvitsystems.com.pk | FB: www.facebook.com/khicorvit

Web: www.corvitsystems.com.pk