

## DIGITAL MARKETING COURSE OUTLINE (40 Days/120 Hours)

### General Rules:

1. For each session there must be a motivational session (Live/video)
2. All communications will be in English.

- **Introduction:** (Day 01; 1 session)
  - Introduction to Digital Marketing;
  - About DoICT;
  - Course outline discussion;
- **Marketplace** : (Day 02-03; 2 Sessions, 10-15 mins for each session)
  - Briefing about marketplace;
  - Account Creation;
  - How to bid;
  - Profile completion/ Portfolio generation
- **Communication:** (Day 04-07; 4 sessions)
  - Most important soft skills (teamwork, problem-solving, communication, adaptability, critical thinking, time management, and interpersonal.)
  - Why ethics is important
  - Ethics in personal and professional life
  - Uses of Gmail
  
  - How to communicate with clients;
  - Introduction to the marketplace
  - Case Study;
- **Digital Marketing Branches:** (Day 08; 1 Session)
  - Discussion about different branches in digital marketing;
  - Tools and Techniques
- **SEO:** (Day 09-11; 3 Sessions)
  - SEO Keyword Research;
  - SEO Tools;

- One page SEO;
  - URL Structure of SEO;
  - Finding and Removing Duplicate and thin content;
  - Off page SEO and Link building;
  - Improving site-load speed for SEO;
  - Freelancing with SEO on Fiverr/Upwork or getting an SEO job.
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- **Social Media Marketing: (Day 12-23; 12 Sessions)**
    - Introduction to the course;
    - Social media strategy;
    - Types of social media;
    - Social Media Content Marketing;
    - Facebook;
      - Understanding the Facebook Algorithm;
      - Scheduling Posts;
      - Best Practices for Setting up a Facebook Business Pages;
      - Strategies for Leveraging Facebook Groups for Growth;
      - Facebook Ads Strategy;
      - How to Setup the Facebook Pixel;
      - Facebook Conversion Tracking;
      - Facebook Audience Targeting;
      - Facebook Ad Creation and Optimization;
      - Facebook Account Management;
      - 03 Case Study;
    - YouTube;
      - Introduction to YouTube Marketing;
      - Privacy and Security;
      - Ads and Tools;
      - 03 Case Study;
    - Twitter;
      - Twitter marketing course introduction;

- Privacy and Security;
- Using hashtags correctly;
- Twitter Ads and Tools;
- 01 Case Study;
- Instagram;
  - Understanding the Instagram Algorithm;
  - The Instagram Ecosystem;
  - Instagram Content Strategy;
  - Instagram Posting Strategy;
  - Instagram Advertising;
  - 3 Case Study;
- Blogging;
  - Introduction;
  - Creating a WordPress site/blog;
  - Content and frequency;
  - Optimization;
  - Case Study;
- Social media automation;
- Additional case study;
- **Affiliate Marketing: (Day 24-29; 6 sessions)**
  - Affiliate Marketing lifecycle;
  - Affiliate program and joining;
  - Niche Research;
  - Keyword Research and Competitor Analysis using Tools;
  - Website Customization for Amazon;
  - Affiliate Account Creation;
  - Affiliate Link Placement;
  - Promoting Affiliate Product;
  - On-page SEO for affiliate website;
  - Setting up Facebook business page;
  - Social media automation and traffic;

- Set up YouTube video Ads;
  - Case Study;
- **Content Marketing:** (Day 30-32; **3 sessions**)
  - Content Marketing Overview and Strategy;
  - Content Marketing Channels;
  - Content Strategy & Challenges;
  - Blog Marketing;
  - Image Marketing and Video Marketing;
  - Article and Press Release Marketing;
  - Event Marketing;
  - B2B Marketing;
  - 01 Case Study;
- **Mobile/Email Marketing:** (Day 33-34; **2 sessions**)
  - Understanding Mobile/Email Marketing;
  - Creating a Contact Management and Segmentation Strategy;
  - Sending the Right Email;
  - Creating a High-Performing Email;
  - Understanding Email Deliverability;
  - Outlining the Design of Your Marketing Emails;
  - Analyzing Marketing Emails;
  - Testing Marketing Emails;
  - Developing Relationships With Lead Nurturing;
  - Case Study;
- **Practice Session:** (Day 35-36; **2 Sessions**)
- **Overall Case Study:** (Day 37-38; **2 Sessions**)
- **Final Placements:** (Day 39-40; **2 Sessions**)