

**Digital Marketing Course Outline**

**Learning & Earning Development Project**

* 150 Hours of Extensive Training
* 100% Placement to be ensured, among them Maximum 50% to be placed in local industry & Minimum 50% in online marketplaces.
* Trainee will be able to play his/her role as a social media marketer/Facebook Marketer/Content Marketer/E-

**About the Training**

Commerce entrepreneur in local/international Marketplace

# 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

**Foundation (Core Skill) Training Course Outline :**

**75 Hours**

# Day 1 & 2

**Day Unit of 1st Session ( 2 hours) 2nd Session ( 2 Hours) Competency**

• ABC of Digital Marketing • Introduction to Content

Introduction to • Tools of Digital marketing Marketing, Social Media

1. Digital Marketing e.g. content marketing, Marketing, Search Engine and Digital SMM, SEO, Affiliate, email Optimization, Affiliate

marketing tools marketing, and video Marketing, Email Marketing marketing. and

* + Career opportunities of • Video Marketing

Digital Marketing

* + Importance of content • Exploring content marketing

marketing? platforms: Blogging (personal

1. Explore Content • Introduction to different blog, company blog, guest marketing Platform types of content: Article blog, free blog, Facebook,

Image content, Video linkedin, google plus, medium,

Content, Slide Content, Pinterest, You tube, Vimeo,

Audio Content Slideshare.net,Soundcloud.net

# Day 3 & 4

**Day Unit of 1st Session ( 2 hours) 2nd Session ( 2 Hours) Competency**

• Audience Research Tools: • Content Topic Research Tools:

FB audience Insight keywords planner,

Research Target

1. • Explore Related active • Study Competitor’s content

Audience and social media groups/pages from blog or other media

Content Topic

* + Discussion @ Forum • Social media conversation
  + Discussion @ Forum
  + Understanding the • Use reference link from importance of content? valuable site at content

* + Grab Idea from related • Utilize related quote of any Article structure other content link influencer or others

1. development • Article structure • Practice data report (if have) development strategy : • Watch video (If have) Catchy title plan, Topics • Study info graphics (If have)

highlight, Sub title / • Use own create image Heading, Closing format

# Day 5 & 6

**Day Unit of 1st Session ( 2 hours) 2nd Session ( 2 Hours) Competency**

• Rewrite article from another • Concept of pillar article

article? • Understanding search engine

Writing article and

1. • Collect information from Algorithm : Title optimization, Optimization of other articles. Image optimization, keyword

Article for Search • Write article from image density checking, relevancy, Engine content, video content and Internal Linking, External

from Slide content Linking, open paragraph,

Bounce Rate

* + - Convert to engaging content and Valuable content
    - Exploring features of image • Video content creation tools :

& video content making tools camtasia & video maker fx

Development of

e.g. Canva, Skitch, • Video content editing &

1. Image and Video Piktochart, Magix photo publishing

content designer

**Day 7 & 8**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**7**

Create Slide

Content

and

Posting to different

content channels

•

Generate Content idea

•

Introduce

with

content

generation Tools:

PowerPoint

•

Post article

in Web2.0 platform

•

Share

article in

Slideshare.net

**8**

Planning Content

Marketing &

Measuring KPIs of

Content marketing

•

Concept

of Guest blogging

•

Explore different Social

media platforms e.g.

Facebook, Twitter,

Pinterest

&

Instagram

•

Plan

Content

Marketing

strategy

•

Measure success of content

marketing based on

audience

feedback

•

Response

readers

**Day 9 & 10**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**9**

Development of

Custom Blog

-

Introduction to

Wordpress

-

Steps of blog development;



Domain selection



hosting configuration



Blog site develop by hosting

application through

cpanel



cpanel

-

Introduction to Word press

theme

-

Free theme setup

-

Free theme customize

**10**

**Quiz & Assessment**

**Day 11 & 12**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**11**

Introduce with

Facebook

marketing

•

Importance

of

Facebook

Page

&

Group

Creation

•

Setting

up

of

Facebook

page

&

group

•

Facebook

page

role,

auto

messaging

&

Facebook

page

reviews

•

Difference

between

Facebook

profile,

Facebook

page

and

Facebook

group

•

Event

creation

steps

on

Facebook

•

Concept

of Scheduling Post,

Backdate Post, Event,

Milestone, offer.

•

Facebook Notes

**12**

Explore

Facebook

Algorithm (EDGE

Rank) , Content

strategy & content

calendar

•

EDGE

Rank

•

Post

value

•

Post

rank

•

Post

score

•

Content

strategy

develop

•

Content

calendar

plan

•

Content

calendar

template

**Day 13 & 14**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**13**

Explore Lead

Generation

and

Lead

Nurturing

techniques

•

Explore the benefits of

sales

funnel

•

Difference between page like

and lead

•

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

•

Lead

Nurturing

Technique

•

Convert

to

sell

•

Case

study

of

sales

funnel

**14**

Analyze Audience

through Audience

Insight

•

Ins

&

Outs

of

Page

insight?

•

Create

an

audience

set

page

insight

report

•

Set

target

audience

in

a

non

paid

way

inside

Facebook

page

# Day 15 & 16

**Day Unit of 1st Session ( 2 hours) 2nd Session ( 2 Hours) Competency**

* Create Facebook business • Find out Your marketing account & Ad account objective & align Marketing

Create Facebook

* Adding Payment method in objective

1. Business page and Facebook business account • Explore Facebook Campaign Paid Campaign

(Basic) • Set up Saved Audience, Structure : Campaign > Ad Set Custom Audience & Look A > Ad

Like Audience • Utilize the power of Facebook

power editor

* + Explore Facebook magic • Define Remarketing & feature Facebook Pixel ? Retargeting

Paid campaign

* + Install Facebook pixel • Facebook Marketing Jargon:

1. and Remarketing • Define Facebook conversion Impression, Engagement; , technique

pixel & install Facebook Reach, Frequency, CTR, CPM, Conversion pixel CPC, ROI, Ad Relevancy.

**Day 17 & 18**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**17**

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

.

**18**

Explore

Facebook

Algorithm (EDGE

Rank) , Content

strategy & content

calendar

•

Facebook

EDGE

Rank

•

Post

value

•

Post

rank

•

Post

score

•

Development

of

Content

strategy

•

Content

calendar

plan

•

Content

calendar

template

**Day 19**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**Quiz**

**& Assessment**

**Specialized (Core Skill) Training Course Outline :**

# Hours

**Day 1 & 2**



**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**1**

Define

&

Research

Keyword

•

Define keyword/keywords

•

Different types of keywords :

marketing defining

keywords,

Customer

-

defining keywords

,

Product

keywords

&

Geo

-

targeted

keywords

•

Use keyword planner tool to

research keyword

**2**

Use On

Page

Optimization to

Grab Organic

Traffic

•

Define on

page optimization

& explore the importance of

on page optimization

•

On

page Optimization ranking

factors :

Include subject in title

tag

&

URL, alt text insertion

in

image etc.

**Day 3 & 4**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(2**

**Hours**

**)**

**2**

**nd**

**Session ( 2 Hours)**

**3**

On

-

page

optimization in

WordPress

site

•

Use Link

structure

optimization technique from

WordPress

site Link

Structure

•

Introduce

with

Wordpress

SEO

Plug in :

Wordpress

SEO by

Yoast

•

Install

Wordpress

SEO by

Yoast

plug in

**4**

On

-

page

optimization in

WordPress

site

•

Explore

different features of

Wordpress

SEO by

Yoast

Tool

•

Implement on page

optimization metrics in

wordpress

website

•

Create

sitemap in a

wordpress

delegated website

•

Use robot.txt

**Day 5 & 6**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**5**

Google

Webmaster

Tools

•

Introduce

with Google

Webmaster Tool

•

Explore magical features of

Google Webmaster

Tool

•

Find

out the

Connection

between Google Webmaster

tool with on Page SEO

Optimization

**6**

Google

Analytics

•

Install Google analytics

•

Add new website in Google

Analytics

•

Study Audience features

of

Google Analytics

•

Analyze Acquisition feature

of

Google analytics

•

Study audience behavior from

behavior feature of GA

•

Explore Real Time feature of

GA

**Day 7 & 8**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**7**

Marketing at

Twitter &

Pinterest

•

Optimize Twitter Profile

•

Use

of

Hashtag

•

Explore Advanced search

option in Twitter

•

Twitter Tweet feature

for

branding/awareness creation

•

Create board in

Pinterest

•

Increase

followers through

organic

strategy

•

Generate Sales through

Pinterest

**8**

**Quiz & Assessment**

**Day 9 & 10**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**9**

Marketing at

Linkedin

and

quora

•

Create profile at

LinkedIn

•

Optimize Profile in

LinkedIn

for better result.

•

Explore

different features of

linked in

•

Create

profile at

Quora

•

Study

a

ctivities

at

quora

and

engage for better result

•

Find out potential client from

quora

**10**

Marketing

through

Youtube

•

Create a new channel

•

Channel settings

•

Channel Optimize

•

Vanity URL

•

On page optimization(Title Tag

optimization, description

optimization using keywords,

thumbnail optimize)

**Day 11 to 19**

**Day**

**Unit of**

**Competency**

**1**

**st**

**Session**

**(**

**2 hours)**

**2**

**nd**

**Session ( 2 Hours)**

**One Live Project on Digital Marketing**

**THANK YOU**