Digital Marketing Course Outline

Learning & Earning Development Project

About the Training

- 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-Commerce entrepreneur in local/international Marketplace

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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

Foundation (Core Skill) Training Course Outline : 75 Hours

Day 1 & 2

Day	Unit of Competency	1ˢᵗ Session (2 hours)	2ⁿᵈ Session (2 Hours)
1	Introduction to Digital Marketing and Digital marketing tools	• ABC of Digital Marketing • Tools of Digital marketing e.g. content marketing, SMM, SEO, Affiliate, email marketing, and video marketing. • Career opportunities of Digital Marketing	• Introduction to Content Marketing, Social Media Marketing, Search Engine Optimization, Affiliate Marketing, Email Marketing and • Video Marketing
2	Explore Content marketing Platform	• Importance of content marketing? • Introduction to different types of content: Article Image content, Video Content, Slide Content, Audio Content	• 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

Day 3 & 4

Day	Unit of Competency	1st Session (2 hours)	2nd Session (2 Hours)
3	Research Target Audience and Content Topic	• Audience Research Tools: FB audience Insight • Explore Related active social media groups/pages • Discussion @ Forum	• Content Topic Research Tools: keywords planner, • Study Competitor's content from blog or other media • Social media conversation • Discussion @ Forum
4	Article structure development	• Understanding the importance of content? • Grab Idea from related other content link • Article structure development strategy : Catchy title plan, Topics highlight, Sub title / Heading, Closing format	• Use reference link from valuable site at content • Utilize related quote of any influencer or others • Practice data report (if have) • Watch video (If have) • Study info graphics (If have) • Use own create image

Day 5 & 6

Day	Unit of Competency	1st Session (2 hours)	2nd Session (2 Hours)
5	Writing article and Optimization of Article for Search Engine	• Rewrite article from another article? • Collect information from other articles. • Write article from image content, video content and from Slide content	• Concept of pillar article • Understanding search engine Algorithm : Title optimization, Image optimization, keyword density checking, relevancy, Internal Linking, External Linking, open paragraph, Bounce Rate • Convert to engaging content and Valuable content
6	Development of Image and Video content	• Exploring features of image & video content making tools e.g. Canva, Skitch, Piktochart, Magix photo designer	• Video content creation tools : camtasia & video maker fx • Video content editing & publishing

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Day 7 & 8

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

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Day 9 & 10

Day	Unit of Competency	1st Session (2 hours)	2nd 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	1st Session (2 hours)	2nd 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	1st Session (2 hours)	2nd 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 Competency	1st Session (2 hours)	2nd Session (2 Hours)
15	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
16	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.

Day 17 & 18

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

Quiz & Assessment

Specialized (Core Skill) Training Course Outline : 75 Hours

Day 1 & 2

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

One Live Project on Digital Marketing

THANK YOU