

Advance Digital Marketing Mastery

Introduction

Through the Advance Digital Marketing Mastery Program, you will gain the skills to design scalable business models, validate niches using AI, and build a strong foundation for your agency, service, or e-commerce venture. You'll learn how to craft a powerful brand identity, position yourself uniquely in the market, and create content systems that drive engagement and results. The program covers everything from building websites, analytics dashboards, and portfolios to mastering organic growth through social media, SEO, and community building. You'll also gain hands-on experience in performance marketing with Meta, TikTok, Google, and multi-channel campaigns, along with influencer, affiliate, and social commerce strategies. Beyond marketing execution, you'll dive into data tracking, email automation, lead generation, and client acquisition systems powered by AI tools. Finally, you'll build a strong foundation in agency operations — from SOPs and project management to team building, client retention, and financial structures. By the end of the program, you'll have the expertise and confidence to create and manage end-to-end marketing strategies, run high-performing campaigns, and showcase a professional portfolio that opens doors to new clients and business growth.

CURRICULUM:

Sr. No.	Contents
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1	Vision & Business Model Design • Mapping your business type (service, agency, e-com) • Niche & demand validation (AI research + competitor analysis) • Business plan foundation: revenue model, profit margins, scaling roadmap
2	Brand Authority Setup • USP & positioning (become uncopyable in your market) • Customer avatar + buyer psychology blueprint • Brand identity kit: tone, message, and funnel strategy
3	Brand Strategy & Positioning • Defining brand voice, tone, and persona • Creating brand guidelines for consistency across platforms • Audience segmentation and customer personas • Crafting value propositions and storytelling • Content creation using AI tools • Content Calendar as per market analysis
4	Infrastructure & KPIs • Website Development setup (service or e-com) • Ad account architecture + compliance • Analytics dashboard: GA4, Pixel, Tag Manager, CRM KPIs
5	Portfolio Creation • Case studies (real or mock campaigns) • Before-and-after metrics screenshots • Client testimonials or sample video explainers

6	E-commerce Conversion Mastery in AI Era • How to pick & validate winning products with AI market research • AI tools for spotting profitable niches before competitors • AI-generated customer personas & buying journey mapping • Dynamic pricing strategies & AI-powered inventory forecasting
7	Content Strategy & Planning • Content pillars & storytelling frameworks • Balancing educational, engaging & promotional content • Trend adaptation vs evergreen content • SEO for social platforms (hashtags, keywords, captions) • Measuring organic KPIs (reach, saves, shares, CTR, community size)
8	Social Media Marketing & SEO for Social Platforms • Social platforms (Instagram, TikTok, Facebook, LinkedIn, YouTube, Pinterest) to promote, engage, and grow a brand.
9	Community Building & Engagement • Two-way conversations through comments, DMs, and groups • Leveraging engagement for brand loyalty

10	Performance Marketing • Meta/TikTok Ads: creative-led testing (UGC frameworks, modular ad builds) • Scaling Playbook: when to scale creatives vs budgets, ASC/Advantage+ shopping campaigns • Google & Shopping Ads: PMAX structure, shopping feed, promo extensions • Multi-Channel Scaling: when to layer Pinterest, Snapchat, retail media
11	Influencer, Affiliate & Social Commerce • Influencer Seeding System: micro + nano UGC at scale (onboarding, scripts, briefs, rights) • Affiliate Engine: tiered commissions, exclusive drops, partner portals • Community Commerce: Discord/WhatsApp groups, ambassador tiers • Social Commerce: TikTok Shop, IG Shopping, Facebook Catalog • Community Building: Building an engaged Discord/FB group • Viral offer creation: bundles, challenges, giveaways • Influencer Management using Notion
12	Organic Growth Engines (SEO + SGE) • SEO Strategy (Technical, On-page, Off-page) • AI-overview & SGE (2025+) visibility • Blog + product-led SEO • Structured data/schema for products & services • Topic clustering & AI-generated FAQs for AI Overviews • SGE for Chat GPT product discovery • Content system: pillar pages, UGC, video SEO • Execution and KPI Navigation

13	Data, Analytics & Tracking • GA4 setup & attribution models • Pixel mastery (Meta, TikTok, Google) • Server-side tracking
14	Email Strategy for E-commerce Growth • Role of Klaviyo in the customer journey (acquisition ? conversion ? retention) • Klaviyo Account setup, integrations with Shopify/WooCommerce • Revenue split benchmark: Flows vs Campaigns
15	Core Automated Flows in Klaviyo • Welcome Series Flow ? Brand story + 1st purchase push • Abandoned Cart Flow ? 2–3 touch reminder with urgency + incentives • Browse Abandonment Flow ? Retarget window shoppers
16	Client Acquisition Systems • Building an inbound lead engine (SEO, LinkedIn, YouTube, TikTok) • Outbound prospecting with AI personalization (cold emails, LinkedIn DMs, Loom videos) • Creating irresistible offers: audits, growth plans, and “performance-first” pitches • Authority building with AI-powered content (case studies, reports, webinars) • Closing deals with consultative sales frameworks • Conversion: sales calls ? proposals ? onboarding workflows

17	Outbound Marketing Channels • Cold Emailing • Cold Calling • LinkedIn Outreach • Paid Ads (Google, Meta, TikTok, LinkedIn)
18	Lead Magnets & Conversion Optimization • Types of lead magnets (Ebooks, Webinars, Free Trials, Discounts) • Crafting irresistible offers • Optimizing landing pages for conversions • A/B testing & CRO strategies
19	AI Tools & Paid Advertising for Lead Gen • Apollo.io ? AI-driven B2B lead databases • LinkedIn Sales Navigator (AI filters) ? Advanced targeting & prospect discovery
20	Paid Advertising for Lead Generation • Google Ads (Search, Display, Performance Max) • Facebook/Instagram Ads (Lead Forms, Conversion Ads) • LinkedIn Lead Gen Forms • TikTok Ads for awareness & engagement • Budget allocation & ROI measurement
21	Freelance Platforms for Lead Generation • Upwork, Fiverr, Freelancer (great for starting). • Optimize gig descriptions with keywords + showcase results

22	Management System • Onboarding process (contracts, proposals, briefing docs) • Setting client expectations (deliverables, timelines, reporting) • Tools for CRM & Project Management (ClickUp, Asana, Notion, Monday, Trello) • Feedback loops & revision policies • Retention tactics: check-ins, reporting calls, upsells
23	Financial & Resource Operations • Pricing Models & Profitability • Budgeting for Ad Spend vs Agency Fee
24	Agency Operations Foundations • Agency Business Models (Retainer, Project-based, Performance-based, Hybrid) • Structuring Agency Departments • Standard Operating Procedures (SOPs) — why they matter • Crafting your Agency POA (goals, KPIs, accountability)
25	Reporting & Quality Control • Client Reporting Systems • Internal QA process before client delivery • Campaign performance tracking (ROAS, CTR, CPA) • Weekly Standups + Monthly Review Meetings • Building transparency to increase client trust

Agency Operations Foundations

- Agency Business Models (Retainer, Project-based, Performance-based, Hybrid)
- Structuring Agency Departments
- Standard Operating Procedures (SOPs) — why they matter
- Crafting your Agency POA (goals, KPIs, accountability)

Learning Outcomes:

By the end of this course, participants will be able to:

- Create and execute effective digital marketing campaigns independently.
- Use SEO and keyword research to increase website visibility.
- Manage Google Ads and Meta Ads with data-driven targeting.
- Analyze performance through analytics and reporting dashboards.
- Develop social media and content strategies that drive engagement.
- Apply email marketing and conversion optimization techniques effectively.
- Demonstrate the ability to work as a digital marketing expert or freelancer.
- Contribute to organizational growth through strategic online branding.

Course Benefits:

- Learn directly from industry professionals with real-world experience.
- Gain hands-on exposure through live projects and campaign simulations.
- Improve career and freelancing opportunities in Pakistan and abroad.
- Master advanced advertising techniques across Google, Facebook, Instagram, and LinkedIn.
- Build confidence in content creation, marketing strategy, and analytics reporting.
- Understand how to use AI tools and automation to improve performance.

- Earn a recognized certification that enhances professional credibility.

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	75k-100k
Mid-Level	100k - 170k
Advanced	250k- 450k
Freelancer	Earn in millions

Affiliation & Collaboarations

