

Digital Marketing

Introduction

Learn about current Digital Marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, TikTok, Twitter, and more.

The digital industry is growing at a rate of 14% annually, making it the most desirable career in today's scenario.

Career of Digital Marketing:

global job market is booming in the digital marketing arena. The year on year growth in the number of qualitative jobs is rapidly increasing. Learn about current Digital Marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, TikTok, Twitter, and more.

The digital industry is growing at a rate of 14% annually, making it the most desirable career in today's scenario.

REQUIREMENTS:

- Learners must have the Basic IT knowledge
- Should be able to read English

- At least Matriculation/O-Level

CURRICULUM:

| Sr. No. | Contents |
|---------|--|
| 1 | <p data-bbox="480 584 948 622">Introduction to Freelancing</p> <ul data-bbox="528 667 1414 875" style="list-style-type: none">• Importance Of Digital Marketing VS Traditional Marketing• How Can Digital Marketing Be The Eventual Tool For Success Of Your Businesses?• How To Use Digital Marketing To Increase Sales? |
| 2 | <p data-bbox="480 994 999 1032">Social Media Marketing (SMM)</p> <ul data-bbox="528 1077 1305 1196" style="list-style-type: none">• Introduction To SMM (Social Media Marketing)• Creating A Strong Social Media Presence• Organic And Paid Marketing |

| Sr. No. | Contents |
|---------|--|
| 3 | <p>Content Creation & Branding with AI</p> <ul style="list-style-type: none">• Branding<ul style="list-style-type: none">○ What is CANVA?○ Dashboard Introduction of CANVA○ Elements of CANVA○ How to create posts in CANVA○ Posts creation strategy○ Designing of custom templates in CANVA○ Digital Marketing and Branding○ Brand Colors○ Design LOGO○ Font Style Knowledge○ Canva Magic Studio○ AI Image generator• Content Creation<ul style="list-style-type: none">○ Learn to write caption for social media○ Write captions using ChatGPT○ Chat GPT and Digital Marketing○ Write captions using Neuroflash○ Hashtags Research○ How to check hashtags competition?○ Tools for hashtags○ How to generate leads through hashtags?○ Reels Creation AI Tool○ Voice Generator AI tool○ Subtitle Generator AI |

| Sr. No. | Contents |
|---------|---|
| 4 | <p data-bbox="480 248 1129 286">Learn SEO for Social Media Platforms</p> <ul data-bbox="528 331 1318 1111" style="list-style-type: none"><li data-bbox="528 331 874 369">• Introduction to SEO<li data-bbox="528 376 786 414">• Types of SEO<li data-bbox="528 421 794 459">• SEO and SEM<li data-bbox="528 465 946 504">• Google Search Console<li data-bbox="528 510 1145 548">• Main keyword & Secondary keyword<li data-bbox="528 555 1318 593">• How to find profitable keywords (CPC Concept)<li data-bbox="528 600 1185 638">• Competitor Keyword Research Method<li data-bbox="528 645 1137 683">• LSI Keywords (Introduction & Tools)<li data-bbox="528 689 1249 728">• Tools: MOZ, Ahref, Semrush, Ubersuggest<li data-bbox="528 734 1058 772">• Title & Description (Meta Data)<li data-bbox="528 779 994 817">• Heading Tags (H1, H2, H3)<li data-bbox="528 824 1281 862">• Ideas to create your Content Topic Research<li data-bbox="528 869 746 907">• Paragraphs<li data-bbox="528 913 842 952">• URL Optimization<li data-bbox="528 958 874 996">• Image Optimization<li data-bbox="528 1003 1090 1041">• External Links (Linking attributes)<li data-bbox="528 1048 778 1086">• Internal Links<li data-bbox="528 1093 914 1131">• SEO and Blog Writing |

| Sr. No. | Contents |
|---------|---|
| 5 | <p data-bbox="480 248 959 286">Facebook Marketing with AI</p> <ul data-bbox="528 331 1453 1328" style="list-style-type: none"><li data-bbox="528 331 1198 369">• Facebook Page Creation and Marketing<li data-bbox="528 376 1002 414">• Ads Manager Key Features<li data-bbox="528 421 1337 499">• What are business assets in Facebook Business Manager<li data-bbox="528 506 1139 544">• Adding Assets to business manager<li data-bbox="528 551 1453 589">• Assign assets and inviting people to business manager.<li data-bbox="528 595 1246 633">• Introduction to events and events manager<li data-bbox="528 640 1225 678">• Introduction to Datasets (Facebook Pixel)<li data-bbox="528 685 906 723">• Facebook Pixel setup<li data-bbox="528 730 1066 768">• IOS 14.5 Update and its effects<li data-bbox="528 775 810 813">• Conversion API<li data-bbox="528 819 1023 857">• How to setup conversion API<li data-bbox="528 864 1027 902">• What is Facebook Audiences<li data-bbox="528 909 1082 947">• Types of Audience on Facebook<li data-bbox="528 954 991 992">• Creating Custom Audience<li data-bbox="528 999 1018 1037">• Creating Lookalike Audience<li data-bbox="528 1043 1177 1081">• Why should we use custom audience?<li data-bbox="528 1088 1054 1126">• How to create retargeting Ads?<li data-bbox="528 1133 1353 1211">• Campaign Budget optimization Vs. Ad set budget optimization<li data-bbox="528 1218 1059 1256">• Retargeting and Facebook Ads<li data-bbox="528 1263 1059 1301">• Facebook Commerce Manager<li data-bbox="528 1308 938 1346">• Facebook Ads metrics |

| Sr. No. | Contents |
|---------|--|
| 6 | <p data-bbox="480 248 963 286">Instagram Marketing with AI</p> <ul data-bbox="528 331 1342 1944" style="list-style-type: none">• What's Instagram Marketing?• Instagram Personal Profile Vs. Business Profile• Organic Marketing and Paid Ads• Content Strategy• Types of Content Creation• Content Competitor Analysis• Creation of Instagram Business Profile (Practical Implementation)• Optimization of Instagram Profile• Format of the posts as per brand colors• Types of Instagram Posts• How to collect content ideas?• How to write Instagram captions?• Optimization of content and posts• Hashtags Research• How to check hashtags competition?• Tools for hashtags• How to generate leads through hashtags?• Restrictions of Instagram• Location Optimization• Instagram Engagement Strategy• Instagram Reels• Competitor Analysis• Account Audit• How to target specific audience?• Stories Creation• Tools for creating IG stories• Tools for scheduling Instagram posts• How to deals with DM's• Instagram Insight Analysis• Instagram Ads (Paid Marketing)• Ad Branding Strategy• Generating leads through Ads• Types of Ads• How to create Instagram Ads• How to write Ads Copy• Optimization of Ads |

| Sr. No. | Contents |
|---------|--|
| 7 | <p>LinkedIn Marketing</p> <ul style="list-style-type: none"> • LinkedIn Personal Profile creation • Optimization of Personal Profile • How to write about description? • Optimization of LinkedIn profile • Keywords research and hashtags • Engagement Strategy • Organic growth of Personal Profile • Type of content • LinkedIn Business Page • Page Creation • Optimization of Page • Type content creation and promotion • Targeting specific audience • LinkedIn Cold Pitching • LinkedIn Ads strategy |
| 8 | <p>TikTok Marketing</p> <ul style="list-style-type: none"> • What's TikTok Marketing? • Content Creation and TikTok Marketing • Organic Marketing • TikTok Ads Creation |
| 9 | <p>YouTube Marketing</p> <ul style="list-style-type: none"> • What's YouTube Marketing? • Content Creation and YouTube Marketing • Organic Marketing • SEO and YouTube Marketing • YouTube Ads Creation |

| Sr. No. | Contents |
|---------|--|
| 10 | <p>Search Engine Marketing (SEM) Fundamentals</p> <ul style="list-style-type: none"> • All Social Platforms Paid Marketing • Introduction to Google Ads (Fundamentals) - Website Traffic and Google Ads - Google Search Ads - YouTube Marketing and Google Ads |
| 11 | <p>Email Marketing</p> <ul style="list-style-type: none"> • Email Scrapping • Email Marketing tool (Mailchimp) • How to write converting emails? • Email Marketing and LinkedIn • Cold Emailing |
| 12 | <p>Advance Freelance Training and Setting Up Digital Marketing Agency</p> <ul style="list-style-type: none"> • How to work on Freelancing platforms? • Writing converting proposal to win high paying clients. • Lead Generation and International Platform • How to start your own Digital Marketing Agency? • How to deal with international clients? • Setting Up Resume |

Outcomes:

- Create a rewarding and profitable freelancing business
- Create a side hustle or full-time source of income online
- Leave 9-to-5 for a life of financial, personal, and professional freedom.

BENEFITS:

- Build a ROCKSTAR Freelance Profile
- Find & Closing High-Ticket Clients
- Develop a Millionaire Mindset

Skill-Wise Earnings:

| Skill Level | Avg Monthly Salary |
|-------------|--------------------|
| Junior | 30k-50k |
| Mid-Level | 50k-100k |
| Advanced | 100k-350k |
| Freelancer | 30k-250k |

Affiliation & Collaborations

