

Digital Marketing Course Outline

1. Introduction to Digital Marketing

- **Course Overview and Objectives**
A comprehensive introduction to the course, its objectives, and what participants will learn.
- **Introduction to Digital Marketing**
Defining digital marketing and its importance in today's business landscape.
- **Understanding the Digital Marketing Landscape**
Exploring the evolution of digital marketing and current trends across industries.
- **Key Digital Marketing Channels**
An overview of the essential digital marketing channels such as SEO, SEM, email marketing, and social media.
- **Developing a Digital Marketing Strategy**
How to create a robust digital marketing strategy tailored to business goals.
- **Setting Goals and KPIs**
Identifying key performance indicators (KPIs) and setting measurable goals for campaigns.
- **Case Studies and Real-World Examples**
Analyzing successful digital marketing campaigns through case studies to understand industry best practices.



2. Meta Ads (Facebook and Instagram Ads)

- **Introduction to Meta Ads**
A deep dive into Meta's advertising platform and the benefits of using Facebook and Instagram Ads for business growth.
- **Setting Up Facebook and Instagram Business Accounts**
Step-by-step guidance on setting up professional business accounts on Facebook and Instagram.
- **Understanding Meta Ads Manager**
Mastering the Ads Manager interface and tools for campaign management and analysis.
- **Creating Effective Ad Campaigns**
Best practices for building high-performing ad campaigns on Facebook and Instagram.
- **Targeting and Audience Segmentation**
Leveraging Meta's audience targeting features to reach the right users for your campaign.
- **Ad Formats and Creative Best Practices**
A look at various ad formats (carousel, video, image, etc.) and creative best practices for engaging content.
- **Budgeting and Bidding Strategies**
Understanding Meta's budgeting and bidding system to maximize ad spend effectiveness.

3. Google Ads Basics

- **Introduction to Google Ads**
Exploring Google Ads, its features, and how it can help businesses appear in search results and across Google's network.
- **Setting Up Google Ads Account**
A practical guide to setting up and navigating your Google Ads account.
- **Understanding Google Ads Interface**
Overview of the Google Ads interface and how to efficiently use the dashboard for campaign management.
- **Keyword Research and Selection**
The importance of keyword research and tools for selecting the right keywords for paid search campaigns.
- **Creating Effective Google Ads Campaigns**
Building targeted Google Ads campaigns that align with business objectives.
- **Writing Compelling Ad Copy**
Tips and techniques for writing persuasive and high-converting ad copy.
- **Budgeting and Bidding in Google Ads**
Mastering budget management and bidding strategies to optimize ad performance.

4. Introduction to Freelancing and Course Wrap-Up

- **Basics of Freelancing**
Understanding the freelancing model, how it works, and its potential for digital marketers.
- **Platforms for Freelancers (Upwork, Fiverr, etc.)**
A guide to popular freelancing platforms and how to leverage them to find clients.
- **Building Your Freelance Portfolio**
Best practices for creating an impressive portfolio that attracts potential clients.
- **Finding and Winning Clients**
How to market your digital marketing services and win clients in a competitive freelancing space.
- **Pricing Your Services and Managing Projects**
Strategies for pricing digital marketing services and managing client relationships and projects effectively.
- **Digital Marketing Tools and Resources**
A review of essential digital marketing tools, including analytics platforms, social media schedulers, and email marketing solutions.
- **Course Review and Q&A Session**
Recap of the key takeaways from the course, followed by an interactive Q&A session to clarify doubts and encourage further learning.

Sanan Ahmad

(CEO Sanphix)

+92 348 -7667955, +92-303-0706710

Office Address:

Pak pattan road back side of GCUF, Near EFA School Sahiwal

