

Digital Marketing

Course Title:	Digital Marketing	
Duration:	5 Days	
Timings:	9:00 am to 5:00 pm (UTC +5 / Pakistan Standard Time)	
No. of Students:	25 students per batch	
Pre-requisites:	Fundamentals of Information Technology and Computer Sciences	
Mode of Training:	<ol style="list-style-type: none"> 1. CORVIT Campuses in Lahore, Karachi & Islamabad 2. Online (if required) 	
Language:	<ol style="list-style-type: none"> 1. Training will be delivered in Urdu & English (optional) language 2. Training material will be provided in English language 	
Training Basic Methodology:	<ol style="list-style-type: none"> 1. Theoretical knowledge 2. Lab work 3. Individual Assignments 4. Group Assignments 5. Assessments 6. Certification Preparation (where applicable) 	
Training Material:	Soft copy (pdf format) of training material will provide to all students.	
Training Content:	Day 1:	<ol style="list-style-type: none"> 1. Digital Marketing Fundamentals 2. What is Digital Marketing? 3. Marketing v/s Sales 4. Scope of Digital Marketing 5. Inbound vs Outbound Marketing 6. Understanding Traffic and Lead 7. Strategic Flow for Marketing Activities
	Day 2:	<ol style="list-style-type: none"> 1. Facebook Marketing Fundamentals - Level – 1 <ol style="list-style-type: none"> 1.1 Profiles and Pages 1.2 Business Categories 1.3 Creating Facebook Pages and URL

		<ul style="list-style-type: none"> 1.4 Page Info and Settings 1.5 Post and Highlights Video 1.6 Post Format and Scheduling Posts 1.7 Facebook Events Management 1.8 Page and user engagements 1.9 Facebook Insights Reports 1.10 Competitor's Facebook Page 1.11 Connect with other Social media Tools 2. Facebook Marketing Fundamentals - Level – 2 <ul style="list-style-type: none"> 2.1 Organic v/s Paid Campaigns 2.2 Defining Ad Objective and Matrix 2.3 Designing Creative Image 2.4 Facebook Ad Structure and Settings 2.5 Create Ad and Targeting Market 2.6 Budgeting to create ad 2.7 Creative Content and CTA 2.8 Boosting Page Posts 2.9 Page Promotion and Video Promotion 2.10 Similar Ads and Audiences 2.11 Tracking Pixels Code and Remarketing 2.12 Website Visitors and Custom Audiences 2.13 Look Alike and Custom Audience 2.14 Ad Reports and Ad Insights 2.15 Billing and Account 3. Facebook Marketing Fundamentals - Level – 3 <ul style="list-style-type: none"> 3.1 Facebook Business Manager 3.2 Lead Generation 3.3 Pages and Roles 3.4 Ad Accounts Configurations 3.5 Ad Agencies and Assigning 3.6 Shared Login for FB Business A/c 3.7 Power Editor 3.8 Facebook Offers 3.9 Facebook integration with third party tools
	Day 3:	<ul style="list-style-type: none"> 1. Google AdWords Basics - Level – 1 <ul style="list-style-type: none"> 1.1 Understanding AdWords and its Scope 1.2 Google Ad Types and Pricing Models 1.3 PPC Cost Formula 1.4 Billing and Payments 1.5 AdWords User Interface

		<ul style="list-style-type: none"> 1.6 Keyword Planning and Control 1.7 Creating Ad Campaigns 1.8 Creating Text Ads and Ad Groups 1.9 Bidding Strategy for CPC 2. Google AdWords Basics - Level – 2 <ul style="list-style-type: none"> 2.1 PPC, CPM, CPA 2.2 Bidding Strategy on Location / Schedule and on Devices 2.3 Conversion Tracking Code 2.4 Designing Image Ads and Video Ads 2.5 YouTube Video Promotion 3. Google AdWords Basics - Level – 3 <ul style="list-style-type: none"> 3.1 Remarketing Strategies and Rules 3.2 Remarketing Tracking Code 3.3 Linking Google Analytics 3.4 Designing Remarketing Images 3.5 Shared Budget
	Day 4:	<ul style="list-style-type: none"> 1. YouTube Marketing Fundamentals - Level -1 <ul style="list-style-type: none"> 1.1 Google Pages for YouTube Channel 1.2 Associated Website Linking 1.3 Custom Channel URL 1.4 Channel ART and Links 1.5 Channel Keywords 1.6 Branding Watermark 1.7 Featured Contents on Channel 1.8 Uploading Videos 1.9 Creator Library 2. YouTube Marketing Fundamentals - Level -2 <ul style="list-style-type: none"> 2.1 Channel Navigation 2.2 Video Thumbnail 2.3 Cards for Mobile 2.4 Redirect Traffic to Website 2.5 Post Upload Enhancements 2.6 Live Broadcasting 2.7 Managing Playlists 2.8 CTA - Annotation 2.9 Managing Comments and messages 2.10 Monetization with AdSense 2.11 Paid YouTube Channel 2.12 Channel Analytics 2.13 Real Time Analytics

		<ul style="list-style-type: none"> 3. Video Making for YouTube - Level -3 <ul style="list-style-type: none"> 3.1 How to make videos 3.2 Editing Videos and Audio 3.3 Background Music 3.4 White Board Animation 3.5 Publishing HD Videos 3.6 Editing Software
	Day 5:	<ul style="list-style-type: none"> 1 Email Marketing - Advanced Level <ul style="list-style-type: none"> 1.1 Email Software and Tools 1.2 Importing Email Lists 1.3 Planning Email Campaign 1.4 Email Templates and Designs 1.5 Sending HTML Email Campaigns 1.6 Campaign Reports and Insights 1.7 Segmentation Strategy 1.8 Segmentation Lists 1.9 Auto - Responder Series 1.10 Autoresponder Actions 1.11 Sales Integration and Products Integration 1.12 Business Reporting 1.13 Lead Source Link Building 1.14 Lead Tracking Features 2 Keyword Research 3 SEO - On-Site Optimization 4 SEO - Off-Site Optimization

