Digital Marketing Module

Digital Marketing Module	
Number of Class	**Topic**
Class-1	- Basic Idea of Digital Marketing - Career in Digital Marketing - Areas of Digital Marketing - How to start - Required tools
Social Media Marketing	
Facebook Marketing	
Class-2	- Facebook Marketing Idea - Facebook Page Creation - Page Optimization - Image Optimization - Types of Page
Class-3	- Competitor analysis - Meta Business Suit - Meta Business Manager - How to create Business Manager Account - Content Idea and types of content
Class-4	- Introduction to Facebook ADS - Types of ADS - AD Practical Class
Class-5	- How to generate B2C Leads - How to create instant form - How to run Lead Gen AD
Class-6	Overview to Business Manager

	● How to take access
Class-7	● How to retarget Audience ● How to make Custom Audience
Class-8	● Facebook Pixel Setup
YouTube Marketing	
Class-9	● Introduction of YouTube Marketing ● Career on YouTube Marketing ● YouTube Channel Creation ● YouTube Channel Analysis ● YouTube Channel Optimization
Class-10	● YouTube Video SEO ● YouTube Community Standard Guideline
Class-11	Video Making & Editing
LinkedIn Marketing	
Class-12	● LinkedIn Introduction ● Career on LinkedIn ● LinkedIn Profile Creation ● LinkedIn Profile Optimization
Class-13	● LinkedIn Company Page Creation ● LinkedIn showcase Page Creation ● Page Optimization ● LinkedIn Profile check in Class
Class-14	● B2B Lead Gen with LinkedIn ● LinkedIn Rules ● LinkedIn ads
Class-15	LinkedIn Content Presentation
Instagram Marketing	
Class-16	● How to create Instagram account

	● How to convert Instagram Account to Business Account ● How to research Hashtag for Instagram ● How integrate Instagram account with Facebook ● How to post instagram ● Profile Optimization
Twitter and Pinterest Marketing	
Class-17	● How to Create Twitter Account ● Twitter Niche selection ● How to post on Twitter ● How to create account on Pinterest ● How to create pin for pinterest
Market Place	
Class-18	● Introduction of Fiverr ● How to create Account ● How to create Gig for Fiverr
Class-19	● Student ID Check ● Fiverr account & GIG explain
Class-20	**MID Exam**
SEO	
Class-21	● Basic SEO ● Why SEO Needed ● Understand the browser ● What is SERP ● How SERP Works
Class-22	● Website Audit (Manual) (Part-1)

Class-23	Website Audit (Manual)& Tools (Part-2)
Class-24	- What is Keyword? - Types of Keyword - Why Keyword needed - How to research Keyword (Manual)
Class-25	How to research Keyword (Tools)
Class-26	- How to set up local host on computer - How to install wordpress - How to install plug in - How to create web page and optimize
Class-27	SEO Set up Guideline/ Technical SEO
Class-28	How to On page seo
Class-29	- How to do Backlink - Types of Backlink
Class-30	- Google Analytics Set up - Google Analytics Optimization
Class-31	- Google My Business Set up - Google My Business Optimization
Class-32	- Keyword Research for Affiliate Marketing - Niche Selection - Tools for affiliate Marketing
Class-33	- Google Search Console Set up - Website Health Check up
E-Mail Marketing	
Class-34	- Why E-Mail marketing need - How to generate email for leads

	● How to do email marketing
Class-35	Market Place (Upwork)
Class-36	Final Exam