



Advanced Digital Marketing Course For Students & Freelancers

GET JOB READY WITHIN 1 MONTH

DURATION: 2 MONTHS (4 CLASSES PER WEEK)

NEXT PAGE >>>

Introduction to Digital Marketing

- ▶ What is Digital Marketing?
- ▶ Traditional vs Digital Marketing
- ▶ Career Opportunities in Digital Marketing
- ▶ Understanding the Digital Marketing Ecosystem

Social Media Marketing (SMM)

- ▶ **Facebook Marketing –**
Creating & Managing Business Pages, Engagement Strategies
- ▶ **Instagram Marketing –**
Growth Strategies, Reels, Influencer Marketing
- ▶ **YouTube Marketing –**
Channel Setup, Video SEO, Monetization
- ▶ **LinkedIn Marketing –**
Personal Branding, Lead Generation
- ▶ **X (Twitter) Marketing –** Engagement & Growth Strategies
- ▶ **Threads Marketing –** Content Strategy for Emerging Platforms

Google My Business (GMB) & Local SEO



- ▶ Setting Up & Verifying GMB Profile
- ▶ Optimizing GMB for Higher Ranking
- ▶ Customer Reviews & Reputation Management
- ▶ Local SEO Strategies to Rank in Google Maps

Paid Ads & Performance Marketing

- ▶ **Facebook Ads** – Running Lead Generation & Sales Campaigns
- ▶ **Instagram Ads** – Story & Reel Ads, Retargeting Strategies
- ▶ **Google Ads** – Search Ads, Display Ads, Performance Max
- ▶ **YouTube Ads** – Video Ads, Retargeting, In-Stream & Discovery Ads
- ▶ **Ad Budget Optimization & Scaling**



WhatsApp Marketing

- ▶ WhatsApp Business Setup
- ▶ Broadcast & Automation Strategies
- ▶ WhatsApp Chatbots for Customer Engagement

Content Creation & Video Editing

- ▶ Canva – Graphic Design for Digital Marketing
- ▶ VN Video Editing – Creating Engaging Videos for Social Media

Email Marketing & Automation

- ▶ Email Marketing Strategies
- ▶ Building & Growing an Email List
- ▶ Creating Automated Email Sequences

Affiliate Marketing & Passive Income

- ▶ How to Start Affiliate Marketing ?
- ▶ Choosing the Right Affiliate Products
- ▶ Monetization Strategies



AI Tools in Digital Marketing

- ▶ **ChatGPT – AI-Powered Content Writing & Automation**
- ▶ **Sora – AI Video Generation & Marketing Applications**
- ▶ **DeepSeek – AI-Powered Market Research & Competitor Analysis**
- ▶ **AI for Ad Copy & Landing Pages**
- ▶ **AI in Customer Support & Chatbots**



Psychology-Based Marketing & Sales Strategies

- ▶ Understanding Consumer Psychology
- ▶ Sales Funnel & Customer Journey Mapping
- ▶ How to Increase Conversions with
- ▶ Psychology-Based Marketing



Content Marketing & Storytelling

- ▶ **Importance of Content in Marketing**
- ▶ **Creating Engaging & Shareable Content**
- ▶ **Storytelling Techniques for Business Growth**

Interview Preparation & Career Guidance

- ▶ **Resume & Portfolio Building for Digital Marketing Jobs**
- ▶ **Common Digital Marketing Interview Questions & Answers**
- ▶ **Freelancing Platforms & Job Opportunities**