### Who Can Join?

* Business Ownerswhowant to attract more customers online and really want to learn Practical Strategies right from Email Marketing to Advance PPC Marketing to grow their business.
* If you are a Marketing Employee, I.T person, social media marketer, website or Graphic Designer, you can join this advance course &complement your skills with Digital Marketing.
* If you are a Student or a Job Seeker, here comes a great opportunities to excel in the field of Digital Marketing. Start a Job or start your own Online Business

### Jobs

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| PPC Ad Campaigns | Clients Served | Digital Assets Managed |
| PC paigns Students Trained | Positive ROIon Ads | Ad Impressions to People |

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| **Module1 :Digital Marketing Fundamentals** |  |  |
| Section 01 : Marketing v/s Sales  Section 02 : Marketing Mix and 4 Ps  Section 03 : What is Digital Marketing  Section 04 : Inbound vs Outbound Marketing  Section 05 : Content Marketing  Section 06 : Understanding Traffic  Section 07 : Understanding Leads  Section 08 : Strategic Flow for Marketing Activities  Section 09 : Element of Digital Marketing  Section 10 : Way of Digital Marketing |  |  |
| **Module2 :Website Planning and Structure** |  |  |
| WWW  Domains  Buying a Domain  Website Language & Technology  Core Objective of Website and Flow  One Page Website  Strategic Design of Home Page  Strategic Design of Products & Services Page  Strategic Design of Pricing Page  Portfolio, Gallery and Contact Us Page  Designing Other Pages  SEO Overview  Google Analytics Tracking Code  Website Auditing  Designing Wordpress Website  Call to Action (Real Engagement Happens) |  |  |
| **Module3:Facebook Marketing Fundamentals** | 2 |  |
| Profiles and Pages  Business Categories  Getting Assets Ready  Creating Facebook Pages  Page Info and Settings  Facebook Page Custom URL  Invite Page Likes  Featured Video  Pin Post and Highlights  Scheduling Posts  Facebook Events  Reply and Message  Facebook Insights Reports  Competitor's Facebook Page  Ban User on Facebook Page  Connect with Twitter |  |  |
| **Module4:Facebook Ad Campaigns Intermediate** |  |  |
| Organic v/s Paid  Defining Ad Objective  Performance Matrix  Ad Components  Designing Creative Image  Facebook Ad Structure  Setting Up Facebook Ad Account  Create Ad -Targeting  Create Ad -Budgeting  Create Ad -Creative  Content and CTA  Boosting Page Posts  Page Promotion  Video Promotion  Similar Ads and Audiences  Tracking Pixels Code  Remarketing -Website Visitors  Custom Audiences -Look Alike  Custom Audience -Saved Group  Managing and Editing Ads  Ad Reports and Ad Insights  Billing and Account |  |  |
| **Module5: Facebook Advance Strategies** |  |  |
| Facebook Business Manager  People, Pages and Roles  Ad Accounts Configurations  Ad Agencies and Assigning  Shared Login for FB Business A/c  Power Editor -Most Advance  Email Targeting on Facebook  Facebook Offers  CTA on Page  Posts for Location  Save Time with Third Party Tools  Case Studies  Practical Examples |  |  |
| **Module6: Google AdWords, eBay, Bing Add, Click Bank Basics** |  |  |
| Understanding Adwords  Google Ad Types  Pricing Models  Creating Ad Campaigns  Creating Text Ads  Creating Ad Groups  Bidding Strategy for CPC  Practical Examples  Bing Add  [eBay](https://www.ebay.com/) |  |  |
| **Module7: Google Ad Words Intermediate** |  |  |
| PPC, CPM, CPA  Other Measuring Tools  Bidding Strategy on Location  Bidding Strategy on Schedule  Bidding Strategy on Devices  Conversion Tracking Code  Designing Image Ads  Creating Animated Ads  Examples on Animated Ads  Creating Video Ads  YouTube Video Promotion  Hi-Jack Competitor’s Video Audience  Practical Examples  Remarketing Strategies |  |  |
| **Module8: YouTube Marketing Fundamentals** |  |  |
| Video Flow  Google Pages for YouTube Channel  Verify Channel  Webmaster Tool –Adding Asset  Associated Website Linking  Custom Channel URL  Channel ART  Channel Links  Channel Keywords  Branding Watermark  Featured Contents on Channel  Channel Main Trailer  Uploading Videos  Uploading Defaults  Creator Library  Practical Examples |  |  |
| **Module 9 : YouTube Marketing Advance** |  |  |
| Channel Navigation  Video Thumbnail  CTA –Annotation  CTA –Extro  CTA –Cards for Mobile  Redirect Traffic to Website  Post Upload Enhancements  Live Broadcasting  Managing Playlists  Managing Comments  Managing Messages  Monetization with Adsense  Paid YouTubeChannel  Channel Analytics  Real Time Analytics |  |  |
| **Module 10:Video Making for YouTube** |  |  |
| How to make videos  Camera Angles  Setting up Lightings  Shooting Techniques  Editing Videos  Editing Audio  Background Music  White Board Animation  Publishing HD Videos  On Hands Training on Video Editing Software  Practical Examples  Creating Animated Contents |  |  |
| **Module 11 : Email Marketing –Content Writing** |  |  |
| Email Machine –The Strategy  Email Frequency  Why People Don’t Buy  The Fuel –Value  Triggers in Email using 4Ps  Sequence of Email Triggers  Email Example –Topic  Email Example –Intro  Email Example –Product  Email Example -Secondary Value  Email Example – Fear  Email Example –Regret  Email Example –Ask for Sales  Email Example –Reinforcement  Email Example –Offers Announcements  Email Example –Urgency  Email Example –Cross Sales  Email Example –Re-Engagement  Email Example –Buyer vsConsumer |  |  |
| **Module 12 : Email Marketing Advance Level** |  |  |
| Email Software and Tools  Importing Email Lists  Planning Email Campaign  Email Templates and Designs  Sending HTML Email Campaigns  Web Forms Lead Importing  Integrating Landing Page Forms  Campaign Reports and Insights  Segmentation Strategy  Segmentation Lists  Auto-Responder Series  Triggering Auto –Responder Emails  Auto Responder Actions |  |  |
| **Module 13 :Marketing Automation** |  |  |
| Marketing Automation Tools  Email Campaigns  Email Autoresponder  SMS Autoresponder  Creating Landing Page  Landing Page CTA  Lead Generation Strategy  Capturing Leads from Sources  Website Widgets  Lead and List Management  CRM Integration  Sales Integration  Products Integration  Business Reporting  Lead Source Link Building  Lead Tracking Features  WebHooksand Connectors  Complete Automation Strategy |  |  |
| **Module 14 -Ecommerce and Payment Gateway** |  |  |
| e-Commerce Business  Planning e-Commerce Website  Product Placements  Product Grouping  Promoting e-Commerce Website  Remarketing Products  Understanding Coupon System  Appointing Affiliates for Products  Cross/Up/Down Selling  Payment Gateway in Bangladesh  Application and Documentation  Collecting Online Payment  Web Store using Payment Gateway  Web Fronts using Payment Gateway  Invoice Payments through Emails  SMS Invoice Payments  Integrating Payment Gateway  Payment Links and its Promotion  Affiliates for Payment Links |  |  |
| **Module 15 :Re-Marketing Strategies** |  |  |
| Re-Marketing Flow  Email Re-Marketing Strategy  Segmentation Re-Marketing Strategy  Facebook Remarketing  Google AdWords Remarketing  Marketing Machine Bucket Filling  Dynamic Re-Marketing for e-Commerce  Pixeling and Tracking Cycle  Video Remarketing  Custom Audience ReMarketing  Engagement Re-Marketing |  |  |
| **Module 17 :LinkedIn, Twitter and Pinterest& Instagram** |  |  |
| LinkedIn -The hub of B2B Networking  Creating LinkedIn Account  Updating Contact Information and Links  Designing Profile and Summary  Managing Connections  Advance Searching  Who Viewed Your Profile  Endorsements -Publishing and Receiving  Creating LinkedIn Company Page  Updating Products and Services  Creating Showcase Pages  Engaging with Updates  Running Paid Campaigns  Recruitment through LinkedIn  LinkedIn Groups  LinkedIn Mobile App  Marketing on Twitter ,PinterestInstagram |  |  |
| **Module 18 :Google Analytics and Webmaster Tool** |  |  |
| Web Analytics  Integrating with Website  Measurement Metrics  Accounts and Profiles  Analytics Reporting  Sorting, Filter and Time Chart  Audience Segmentation  Traffic and Behaviour Reports  Remarketing Audiences  Goals and Conversion Reports  Developing Intelligence Report  Google Webmaster Tool  Setting up Tool for SEO  Adding and Managing Assets  Integrating Webmaster Tool  Site Map and Site Links  Search Traffic and Links  Google Indexing  Managing Crawl Errors  Managing Security Issues |  |  |
| **Module 19 : Google Algorithm Updates** |  |  |
| The Panda Updates  The Penguin Updates  The Hummingbird Updates  Google Maccabees Updates  Google Mobile –Friendly Updates  Google Rank Brain Algorithm  Google’s broad core algorithm Updates  How to Avoid Link Spamming  Factors Influencing Link Popularity |  |  |
| **Module 20 :Search Engine Optimization** |  |  |
| Understanding SEO  SEO Keyword Planning  Meta Tags and Meta Description  Website Content Optimization  Back Link Strategies  Internal and External Links  Optimizing Site Structure  Keywords in Blog and Articles  On Page SEO  Off Page SEO  Local SEO  Mobile SEO  e-Commerce SEO  Optimization with Google Algorithms  Using Webmasters Tool  Measuring SEO Effectiveness  (white Hat, Black hat) |  |  |
| **Module 21 :Affiliate Marketing and AdSense** |  |  |
| Understanding Affiliate Marketing  Sources to Make Money Online  Selecting Affiliate Program  Applying for an Affiliate  Building Assets for Affiliate Promotion  Payments and Payouts  CPC, CPA, CPI and other metrics  Getting Most Conversions  Day to Day Work Scheduling  Managing Affiliate Accounts  Blogging  Google AdSense Account Setup  Placing Ads on Website  Placing Ads on Blogs  YouTube Video Monetization  Allowing and Blocking Ads  Performance Metrics  AdSense Administration |  |  |
| **Module 22 :Content Marketing** |  |  |
| Introduction of Content marketing  Objective benefits and steratiey  Tools and Tactics  International Best practice  Future trends and predictions |  |  |
| **Module 23: Case Studies and Practical Assignments** |  |  |
| Ad Campaigns.  Practical Assignments for Website, Ad Designing, Email Content Writing, Affiliate Promotions, SEO and many more. |  |  |
| **Module 24 : Exams and Certifications** |  |  |
| Section 01 : Registering Google Certification Program  Section 02 :Training for Google Ad words Certification  Section 03 : Training for Google Analytics Certification  Section 04 : Training for Google Video Advertising Certification  Section 05 : Sample Test Papers for Google Certification Examination |  |  |

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| **Module3: Facebook Ad Campaigns Intermediate** |  |  |
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| **Module4: Google AdWords Basics** |  |  |
| **Module4: Google Ad Words Intermediate** |  |  |
| **Module4: Google Ad Words Advance Level** |  |  |
| **Module5: YouTube Marketing Fundamentals** |  |  |
| **Module 5 : YouTube Marketing Advance** |  |  |
| **Module 5 : Video Making for YouTube** |  |  |
| **Module 6 : Email Marketing –Content Writing** |  | Same |
| **Module 6 : Email Marketing Advance Level** |  |  |
| **Module 7 :Marketing Automation** |  |  |
| **Module 8 -Ecommerce and Payment Gateway** |  |  |
| **Module 9 :Re-Marketing Strategies** |  |  |
| **Module 10 :Google Plus for Business** |  |  |
| **Module 11 :LinkedIn, Twitter and Pinterest** |  |  |
| **Module 12 :Google Analytics and Webmaster Tool** |  |  |
| **Module 13 :Search Engine Optimization** |  |  |
| **Module 14 :Affiliate Marketing and AdSense** |  | Same |
| Digital Marketing in Local Business |  |  |
| **Module 15: Case Studies and Practical Assignments** |  |  |
| **Module 16 :Exams and Certifications** |  |  |
| **Graphics Desisin** | 13 |  |
| English Communications | 20 |  |

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| Digital Marketing with SMM | Facebook Marketing |
| LinkedIn Marketing |
| Twitter Marketing |
| Pinterest Marketing |
| Instagram Marketing |
| YouTube Marketing |
| Google+ Marketing |
| Digital Marketing with SEM | Google AdWords |
| Bing Ads |
| EBay |
| Click Bank |