



# Professional Digital Marketing

## Course Outlines

### **Courses Overview:**

In simple terms, Digital Marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

### **Course Objectives:**

Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

### **Prerequisite / Target Audience:**

- No prior knowledge about marketing or digital marketing is required
- Basic knowledge need to Speak and write English
- Have broadband internet access
- Have basic PC skills and online access
- Be fully committed to Squared!

### **Course Schedule:**

Class	Topic	Exercises
Class 01	<b>Digital Marketing Orientation</b>	<ul style="list-style-type: none"> <li>• What is Digital Marketing?</li> <li>• Why Digital Marketing?</li> <li>• Traditional Vs. Digital Marketing</li> <li>• Digital Marketing Components.</li> <li>• Career in Digital Marketing.</li> </ul> <p><b>Assignment:</b> Create A HAND Written Class Notes</p>
Class 02	<b>Introduction to Facebook Marketing And Pages Setup</b>	<ul style="list-style-type: none"> <li>• What is Facebook Paid Marketing?</li> <li>• Why does your business need Facebook Marketing?</li> <li>• Facebook Advertising Policy Overview</li> <li>• Creating &amp; Optimizing Facebook Page</li> <li>• What Makes Your Facebook Page Professional?</li> </ul> <p><b>Assignment:</b> Create A Professional Facebook Page &amp; Research Advertising Policy Overview.</p>
Class 03	<b>Facebook Business Manager Account</b>	<ul style="list-style-type: none"> <li>• Creating a Facebook Business Manager Account.</li> <li>• What is Facebook Business Manager?</li> <li>• Managing Your Business Manager Account.</li> <li>• Adding people to Business Manager for roles &amp; permissions.</li> <li>• Adding a Page to Facebook Business Manager Account</li> <li>• Facebook Ad Account Uses and Limitation.</li> <li>• Facebook Payment Gateway.</li> </ul> <p><b>Assignment:</b> Create Facebook Business Manager Account with all information</p>
Class 04	<b>Facebook Ads Live Campaign And Ads Structure</b>	<ul style="list-style-type: none"> <li>• What is Ads Campaign</li> <li>• Facebook ad objective</li> <li>• Facebook Ads Campaign Structure</li> <li>• What is Campaign Level, AD SET &amp; ADS?</li> <li>• How to AD SET &amp; ADS Work?</li> <li>• Run First Facebook Ad Campaign</li> </ul> <p><b>Assignment:</b> Run Your First Facebook Ads Campaign</p>

Class 05	<b>Facebook Ads Optimizing, Reporting &amp; Measure ROI</b>	<ul style="list-style-type: none"> <li>• Ad Relevance Optimization Technique</li> <li>• Ads Placement Optimization</li> <li>• Ads Device optimization</li> <li>• Ads Location optimization</li> <li>• Age Group based optimization</li> <li>• Bid and budget optimization</li> <li>• What is Detailed Targeting and why</li> <li>• Importance of detailed targeting</li> <li>• How Detailed targeting works</li> <li>• Advance Locations Targeting</li> <li>• Demographics, Interests and Behaviors Targeting</li> </ul> <p>Assignment - Run an ad with proper detail targeting</p>
Class 06	Advance Facebook Ads Campaign	<ul style="list-style-type: none"> <li>• Facebook Brand Awareness Ads Campaign</li> <li>• Facebook Page Like and Engagement Ads</li> <li>• Facebook Website Traffic Ads Campaign</li> <li>• Facebook Sales Ads Campaign</li> <li>• Single Image or Video Ads</li> <li>• Slideshow Ads</li> <li>• Carousel Ads</li> </ul> <p><b>Assignment:</b> Create Single Ads, Slideshow Ads, Carousel Ads And Page like engagement ads</p>
Class 07	Facebook Detailed Targeting With Leads Ads	<ul style="list-style-type: none"> <li>• Facebook Lead Collecting Ads</li> <li>• What is Leads Ads</li> <li>• Type of Leads Ads</li> <li>• Facebook Instant form creation for Leads Ads</li> <li>• Run A Lead Collecting Ads On Facebook</li> </ul> <p><b>Assignment:</b> Run Facebook Leads Ads Campaign with proper Detailed Targeting</p>

Class 8	<p align="center"><b>Facebook Audiences &amp; Remarketing</b></p>	<ul style="list-style-type: none"> <li>• What is remarketing?</li> <li>• Creating Saved/Core Audience</li> <li>• Creating A Custom Audience for Retargeting</li> <li>• Creating Lookalike Audience</li> <li>• Creating a Audience from Meta Sources</li> <li>• Creating Special Ads Audience for Client requirements</li> </ul> <p><b>Assignment:</b> Creating custom Audience, Lookalike Audience &amp; Creating Meta Sources Audience</p>
Class 09	<p align="center">E-commerce website setup</p>	<ul style="list-style-type: none"> <li>• What is WordPress?</li> <li>• How to Install WordPress</li> <li>• Setup E-commerce website</li> <li>• The WordPress Dashboard</li> <li>• WordPress Theme and Plugins</li> <li>• Setup theme &amp; plugin</li> </ul> <p><b>Assignment:</b> Set up an E-Commerce website with WordPress</p>
Class 10	<p align="center">Facebook Pixel - For E-commerce Data tracking</p>	<ul style="list-style-type: none"> <li>• What is Facebook Pixel and How It Works?</li> <li>• Importance of Facebook Pixel and data Tracking</li> <li>• Facebook Pixel Setup On the Website</li> <li>• What Is Website Event and how it works?</li> <li>• What is Event Tool and How it works?</li> <li>• Understanding Standard and Custom Events</li> <li>• Standard Event Setup by FB Event Tool</li> <li>• E-commerce Events Tracking Setup by Facebook Pixel</li> </ul> <p><b>Assignment:</b> Facebook Pixel Setup and Tracking Standard E-commerce Event</p>

<p><b>Class 11</b></p>	<p>Google Tag Manager For Advance Pixel Setup</p>	<ul style="list-style-type: none"> <li>• What is Google Tag Manager - <b>GTM?</b></li> <li>• Understanding How GTM Works</li> <li>• GTM Account Creation</li> <li>• GTM Container Setup</li> <li>• GTM Admin Access</li> <li>• Understanding Tag, Trigger, Variable</li> <li>• Setup Google Tag Manager on website</li> <li>• Setup Pixel On GTM</li> </ul> <p><b>Assignment:</b> GTM Account And Container Setup, Facebook Pixel setup by GTM</p>
<p>Class 12</p>	<p>Browser Side Tracking With GTM In-depth</p>	<ul style="list-style-type: none"> <li>• Understanding Browser Side Tracking</li> <li>• Setup Facebook event by GTM</li> <li>• Advance Custom Tag setup by GTM</li> <li>• Understanding Object data layer</li> <li>• Object data layer Setup on website</li> <li>• Data layer Variable setup</li> <li>• Dynamic Value Passing Process to the Event Manager</li> <li>• Standard and Custom Tag setup with Dynamic Ecommerce Value</li> </ul> <p><u>Assignment:</u> Advance Tag Setup with Dynamic Value Pass by data layer to FB Event Manager</p>

Class 13	<b>Facebook Ads for F-Commerce</b>	<ul style="list-style-type: none"> <li>• What is Catalogue and how it work</li> <li>• Importance of Catalogue Ads</li> <li>• Create Catalogue</li> <li>• Products Sets</li> <li>• Create Instant Experience Catalogue Ads</li> <li>• Setup Collection Ads for E-commerce</li> </ul> <p><b><u>Assignment:</u></b> Run A Collection Ads Campaign</p>
Class 14	Competitor Analysis & Spying	<ul style="list-style-type: none"> <li>• What is Competitor Analysis?</li> <li>• Why Competitor Analysis?</li> <li>• How to do Competitor Analysis?</li> <li>• What is spying?</li> <li>• Why need spying?</li> <li>• How to do spying?</li> </ul> <p><b><u>Assignment</u></b> – Make Competitor Analysis &amp; spy the Competitor</p>
Class 15	<b>Facebook sales Funnel, Ads Creative And Aida Model</b>	<ul style="list-style-type: none"> <li>• Facebook Sales <b>Funnel</b></li> <li>• Importance of sales Funnel</li> <li>• Types of sales funnel</li> <li>• AIDA Model Overview</li> <li>• How works AIDA</li> <li>• How to make a funnel?</li> </ul> <p><b><u>Assignment:</u></b> Make a funnel for a product</p>
Class 16	<b>Instagram Marketing</b>	<ul style="list-style-type: none"> <li>• Instagram Marketing Overview</li> <li>• Profile Setup and Customizations</li> <li>• Instagram Business Profile</li> <li>• Content Creation</li> <li>• Instagram Profile SEO</li> <li>• Repost, Mention, Hashtags &amp; Stories</li> <li>• Reposting Method, Analytics</li> </ul> <p><b><u>Assignment:</u></b> Create a professional Instagram Account</p>

<b>Class 17</b>	<b>Instagram Marketing Advance</b>	<ul style="list-style-type: none"><li>• Instagram Paid Marketing</li><li>• Instagram Paid ads run</li><li>• Influencer research</li><li>• Hashtag research</li><li>• Organic Profile Grow</li></ul> <p><b><u>Assignment:</u></b> Instagram Paid Ads Run.</p>
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Class 18	Twitter Marketing	<ul style="list-style-type: none"> <li>• Twitter Profile Setup &amp; Customization</li> <li>• Twitter Niche &amp; Follower Hack</li> <li>• Twitter Features</li> <li>• Twitter Post, Hashtag, Mention &amp; Analytics</li> <li>• Understanding Twitter Ads</li> <li>• Setup Twitter Ads Account</li> <li>• Payment Method Add</li> <li>• Targeting Twitter audience</li> <li>• Run Twitter Ads</li> </ul> <p><b>Assignment:</b> Completed Twitter Profile Setup &amp; Twitter Ads</p>
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Class 19	LinkedIn Marketing	<ul style="list-style-type: none"> <li>• LinkedIn Overview</li> <li>• Importance of LinkedIn profile</li> <li>• Create a professional LinkedIn profile</li> <li>• LinkedIn organic profile grow</li> <li>• LinkedIn network Building</li> <li>• How to create a LinkedIn Business page?</li> </ul> <p><b>Assignment:</b> Creating LinkedIn profile &amp; Page</p>
Class 20	LinkedIn Marketing And Ads Campaign	<ul style="list-style-type: none"> <li>• Understanding LinkedIn Ads</li> <li>• Setup LinkedIn Ads Account</li> <li>• Payment Method Add</li> <li>• Targeting LinkedIn audience</li> <li>• Run LinkedIn Ads</li> </ul> <p><b>Assignment:</b> Crating LinkedIn Ads for Buyer Requirement</p>



Class 21	Get Ready For Job Hunting	<ul style="list-style-type: none"> <li>• Job Hunting requirements</li> <li>• Job Hunting Guidelines</li> <li>• CV or Resume Building Guidelines</li> <li>• Facebook Page</li> <li>• Facebook Group</li> <li>• Instagram Account</li> <li>• Twitter Account</li> <li>• LinkedIn Account</li> </ul> <p>• <b>Assignment:</b> Build Your necessary job hunting Resources</p>
Class 22	Content Marketing	<ul style="list-style-type: none"> <li>• What is content?</li> <li>• Type of content</li> <li>• Why content marketing</li> <li>• How to write a content?</li> <li>• What is copywriting?</li> <li>• Difference between content writing &amp; copywriting</li> <li>• Write a copy according to AIDA model</li> </ul> <p><b>Assignment</b> – write a content &amp; copy write</p>
Class 23	Understanding Google Ads	<ul style="list-style-type: none"> <li>• Overview of Google Ads</li> <li>• Creating a Google Ads Account</li> <li>• Google Ads Account Access &amp; Security</li> <li>• Configure and Manage Account Alerts, Announcements &amp; Notifications</li> <li>• Billing &amp; Payment methods</li> <li>• Introduction Google Manager Account</li> </ul> <p><b>Assignment :</b>Creating a Google Ads Account</p>
Class 24	Creating Google PPC Ads Campaign	<ul style="list-style-type: none"> <li>• Breaking down the difference between search(PPC), display &amp; Video Ads campaign</li> <li>• Plan a Google Ads Campaign</li> <li>• Create Campaigns &amp; Configure Campaign Settings</li> <li>• Create and Configure Ad Groups, Ads &amp; Keywords</li> <li>• Managing Bidding &amp; Budgets</li> </ul> <p><b>Assignment:</b> Create a campaign with ads types</p>

Class 25	<p><b>Keywords Research, Ad Groups &amp; Targeting For PPC Ads</b></p>	<ul style="list-style-type: none"> <li>• Research Keywords with the Google Keyword Planner</li> <li>• Keywords type for PPC Ads</li> <li>• Configure Ad Groups &amp; Keywords</li> <li>• Explore &amp; understand negative keywords</li> <li>• Configuring Language &amp; Location Targeting</li> <li>• Device specific targeting – Mobile, Tablet &amp; Desktop</li> </ul> <p><b><u>Assignment:</u></b> Keywords Research with Keyword Types and customer targeting</p>
Class 26	<p><b>PPC Ads &amp;, Advance kw &amp; Extensions Setup</b></p>	<ul style="list-style-type: none"> <li>• Comparing the different keywords match types: Broad, Phrase and Exact Match</li> <li>• Writing effective ad copy</li> <li>• Learn and use Basic of Ad extensions</li> <li>• Create Ads with Extensions Information</li> <li>• Create Ads with Automated Extensions</li> </ul> <p>• <b><u>Assignment:</u></b> Creating effective ad copy &amp; Addads extension.</p>

Class 27	<b>Creating a Display Network Campaign &amp; Targeting</b>	<ul style="list-style-type: none"> <li>• Plan &amp; Create a Display Network Campaign</li> <li>• Target by Audience (Automated &amp; Manual)- Keywords, Topic &amp; Demographics</li> <li>• Target Campaigns by Device Type</li> <li>• Create a Responsive Display Ad</li> <li>• Placement Ads Targeting on Website, Mobile Apps &amp; YouTube</li> <li>• Affinity &amp; In-market audience targeting</li> <li>• Custom audience targeting and Run Ads</li> </ul> <p><b>Assignment:</b> Creating a Display Network Campaign</p>
Class 28	<b>Video Ads on YouTube &amp; Across the Web</b>	<ul style="list-style-type: none"> <li>• Understanding Video/YouTube Ads</li> <li>• Type of Video ads</li> <li>• in-stream ads</li> <li>• Bumper ads</li> <li>• Out stream ads</li> <li>• Discovery ad</li> <li>• Mast Head ad</li> <li>• Run YouTube ads</li> </ul> <p><b>Assignment:</b> Creating Video Ads on YouTube with targeting.</p>
Class 29	<b>Google Ads Remarketing</b>	<ul style="list-style-type: none"> <li>• What is Google Ads Remarketing?</li> <li>• Why remarketing in Google Ads?</li> <li>• Setting up Remarketing code using Google Tag Manager</li> <li>• Developing Google Ads Remarketing audiences</li> <li>• How to build an effective Display Remarketing campaign</li> <li>• Display &amp; Dynamic remarketing best practice</li> </ul> <p><b>Assignment:</b> Creating a campaign using remarketing audiences.</p>
Class 30	<b>Optimizing Campaigns Guideline</b>	<ul style="list-style-type: none"> <li>• Optimize Landing Pages for Quality Score</li> <li>• Optimize Bidding Performance</li> <li>• Optimize Budgets</li> <li>• Automate Google Ads Campaign Using Rules</li> <li>• Optimize Campaign Configuration for Conversions</li> </ul> <p><b>Assignment:</b> Optimize minimum 01 exciting ads.</p>

Class 31	<b>Advanced Google Ads Features</b>	<ul style="list-style-type: none"> <li>• Optimize Ad Delivery</li> <li>• Create Google Dynamic Ads (Dynamic Search &amp; Display Ads)</li> <li>• Implement Keyword Insertion</li> <li>• Implement Campaign Drafts &amp; Experiments</li> </ul> <p><b>Assignment:</b> Create Google Dynamic Ads</p>
Class 32	<b>Setup Conversion Tracking</b>	<ul style="list-style-type: none"> <li>• What I conversion Tracking?</li> <li>• Setting up Conversion Tracking with Tag Manager</li> <li>• Measure Google Ads Campaign Success(ROI)</li> <li>• Analyze Campaign Performance &amp; Optimize Ads</li> <li>• Track Conversions</li> <li>• Dynamic Conversion Tracking</li> <li>• Create Reports in Google Ads</li> </ul> <p><b>Assignment:</b> Ads Setup Conversion Tracking with Tag Manager.</p>
Class 33	<b>Google Analytics 4 (GA4)-01</b>	<ul style="list-style-type: none"> <li>• Understanding Google Analytics 4 (GA4 )</li> <li>• Why GA4?</li> <li>• Install Google Analytics 4 (GA4) on WordPress Site with Google Tag Manager</li> <li>• Understanding Google Analytics 4 (GA4) for Ecommerce Tracking</li> </ul> <p><b>Assignment:</b> Install Google Analytics 4 (GA4) on WordPress site.</p>
Class 34	<b>Google Analytics 4 (GA4)-2</b>	<ul style="list-style-type: none"> <li>• Setup Event with GA4</li> <li>• Setup Event with GTM on GA4</li> <li>• Connect GA4 with Google Ads</li> <li>• Make remarketing Audience with Ga4</li> <li>• Import Audience from Ga4 to Google Ads</li> </ul> <p><b>Assignment:</b> Setup Google Ads Conversion with dynamic purchase value Tracking</p>

Class 35	<p><b>Setup Shopify store &amp; GTM setup</b></p>	<ul style="list-style-type: none"> <li>• What is shopify?</li> <li>• Setup Shopify website</li> <li>• Upload product on shopify website</li> <li>• Make payment system</li> <li>• Setup GTM on shopify website</li> <li>• Setup pixel on shopify website by GTM</li> <li>• Tracking events with GTM on shopify website</li> </ul> <p><b>Assignment:</b> Setup Facebook Purchase event with dynamic value tracking.</p>
Class 36	<p><b>Email Marketing Template Design</b></p>	<ul style="list-style-type: none"> <li>• Introduction to Email Marketing</li> <li>• Core Concepts of Email Marketing</li> <li>• What is Mail chimp?</li> <li>• How to design a Template?</li> <li>• Design real life email template (Project Base)</li> <li>• Creating &amp; Designing an Email Template</li> </ul> <p><u>Assignment:</u> Design an Email Template</p>
Class 37	<p><b>Email Marketing Collect mail &amp; run an email Campaign</b></p>	<ul style="list-style-type: none"> <li>• What is email campaign?</li> <li>• How to run a campaign?</li> <li>• What is subscriber?</li> <li>• How to import subscriber?</li> <li>• How to collect mail from website?</li> </ul> <p><u>Assignment -</u> Run an email Campaign</p>
Class 38	<p><b>Digital Marketing Assessment - Facebook Ads Expertise</b></p>	<ul style="list-style-type: none"> <li>• Facebook Advertising Expertise</li> <li>• Facebook Ads and Web Analytics Expertise</li> <li>• Facebook Ads Conversion Api Expertise</li> <li>• Facebook Ads Expert - Primary Assessment</li> <li>• Facebook Ads Expert - Intermediate Assessment</li> <li>• Facebook Ads Expert - Advanced Assessment</li> </ul> <p>• <b>Assignment:</b> All are live Assessment</p>

Class 39	<b>Facebook Conversion API</b>	<ul style="list-style-type: none"> <li>• What is conversion API?</li> <li>• Why conversion API?</li> <li>• What is Client Server tracking?</li> <li>• Why it's turned off?</li> <li>• Setup conversion API with Plugin</li> </ul> <p><b>Assignment:</b> Set up conversion api</p>
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Class 40	<b>Server Side Tracking</b>	<ul style="list-style-type: none"> <li>• What is Server-side tracking?</li> <li>• How it works?</li> <li>• What is server?</li> <li>• Why need server?</li> <li>• Setup server (Stape.io) on GTM</li> <li>• GTM Server Container Configuration</li> <li>• Setup Ga4 on Container</li> <li>• Pass data through Conversion API</li> </ul> <p>Assignment – set server side tracking</p>
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Class 41	<b>Discussion Class</b>	<ul style="list-style-type: none"> <li>• Facebook Ads Specialist</li> <li>• Google Ads Specialist</li> <li>• YouTube Ads Specialist</li> <li>• Web Analytics and Data Tracking Specialist</li> </ul>
Class 42	<b>Freelancing Class 01</b>	<ul style="list-style-type: none"> <li>• Fiverr overview</li> <li>• Account Creation</li> <li>• Fiverr GIG Research</li> <li>• Fiverr Service Research</li> <li>• <b>Assignment:</b> Research Your Expertise for Fiverr Marketplace</li> </ul>
Class 43	<b>Freelancing Class 02</b>	<ul style="list-style-type: none"> <li>• Fiverr GIG Creation</li> <li>• Gig TITLE and SEO Title</li> <li>• Gig Description</li> <li>• Fiverr Gig thumbnail</li> <li>• Fiverr GIG Uploading 100%</li> <li>• <b>Assignment:</b> Create 4 Gig for your Fiverr SellerAccount</li> </ul>
Class 44	<b>Freelancing Class 03</b>	<ul style="list-style-type: none"> <li>• Fiverr Gig Terms and Conditions</li> <li>• Fiverr Message formatting</li> <li>• Fiverr Notification</li> <li>• Fiverr Order Delivery Process</li> <li>• Fiverr Resolution Center</li> <li>• Fiverr Levels and Opportunity</li> <li>• Assignment: Fiverr Gig Analytics</li> </ul> <p><b>Assignment:</b> Fiverr Marketplace Analysis</p>

Class 45	<b>Freelancing Class 04</b>	<ul style="list-style-type: none"> <li>• Fiverr Gig Ranking</li> <li>• How to get First Order On Fiverr</li> <li>• Fiverr Gig and Service Marketing</li> <li>• Important Fiverr Guidelines</li> </ul> <p><b>Assignment:</b> 30 Days Job hunting challenge</p>
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Class 46	<b>Freelancing Class (Upwork) 05</b>	<ul style="list-style-type: none"> <li>• Upwork Overview</li> <li>• Account Creation</li> <li>• Upwork Portfolio Add</li> <li>• Upwork Profile Completeness</li> <li>• Making Professional Cover Letter</li> <li>• Upwork Career Guidelines</li> <li>• <b>Assignment:</b> Research, Analysis And Create Your Upwork Profile Professionally</li> </ul>
	<i>The journey end Here</i>	-----

**Outcome:**

**At the end of the course participants will be able to**

- Online & Offline Data-Driven Digital Marketing
- How do you earn money through Data Digital Marketing?
- Competitive Analysis for Smarter Marketing.
- You will learn how to use dozens of proven data digital marketing strategies.
- You will learn how to use all of the most popular social media platforms to grow your business.
- You will see tangible results by taking action throughout the entire course.
- You will increase conversions and sales with real world techniques.
- You will improve your brand identity and grow your brand's audience.