



# Professional Digital Marketing Course Module

## 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 Overview (Orientation Class)</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>
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>● 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 with Details Targeting</b>	<ul style="list-style-type: none"> <li>● Facebook Ads Campaign Structure</li> <li>● What is AD SET &amp; ADS</li> <li>● How to AD SET &amp; ADS Work</li> <li>● Disscuse about facebook detailed targeting</li> <li>● Run First Facebook Ad Campaign</li> </ul> <p><b>Assignment:</b> Run a Facebook Ads and show report</p>

Class 05	<b>Facebook Ads</b>	<ul style="list-style-type: none"> <li>● Facebook Creator Studio</li> <li>● Ads run with Split or A/B Test</li> <li>● Slideshow Ads</li> <li>● Carousel Ads</li> <li>● Facebook page like engagement ads</li> <li>● Lead Generation Ads</li> </ul> <p><b>Assignment :</b> Create Slideshow Ads, Carousel Ads, page like engagement ads &amp; Lead Generation Ads.</p>
Class 06	<b>Setup Tracking-Facebook Pixel &amp; Conversion API</b>	<ul style="list-style-type: none"> <li>● Understanding Facebook Pixel &amp; Server-side tracking</li> <li>● Understanding Google Tag Manager</li> <li>● Set up Facebook Pixel &amp; CAPI with Google Tag Manager</li> <li>● Setup Standard &amp; Custom events</li> <li>● Setup custom conversion</li> <li>● Setup Tracking for Offline Events</li> <li>● Setup Tracking &amp; Individuals interacting with Facebook Page</li> </ul> <p><b>Assignment:</b> Setup CAPI Pixel with all Event Setup on website.</p>
Class 07	<b>Facebook Ads for E-Commerce-01</b>	<ul style="list-style-type: none"> <li>● Introduction to Facebook Ads for E-Commerce</li> <li>● Setup Facebook Shop</li> <li>● Introduction to Conversion Ads</li> <li>● Run Conversion Ads from Shop.</li> </ul> <p><b>Assignment:</b> Setup Facebook Shop &amp; Run Conversion ads.</p>
Class 08	<b>Facebook Ads for E-Commerce-02</b>	<ul style="list-style-type: none"> <li>● Importance of Dynamic Facebook Ads.</li> <li>● Setup Facebook Dynamic Ads for E-Commerce</li> <li>● Setup Catalogues &amp; Feeds Ads</li> <li>● Setup Collection Ads For Ecommerce</li> </ul> <p><b>Assignment:</b> Run Dynamic, Catalogues &amp; Collection by Facebook Pixel .</p>

Class 09	<p style="text-align: center;"><b>Facebook Audiences &amp; Remarketing</b></p>	<ul style="list-style-type: none"> <li>● Creating Saved/Core Audience</li> <li>● Creating A Custom Audience for Retargeting</li> <li>● Creating Lookalike Audience</li> <li>● Creating a Audience from a Customer List</li> <li>● Creating Special Ads Audience for Client requirements</li> </ul> <p><b>Assignment:</b> Creating custom Audience, Lookalike Audience &amp; Creating Special Ads Audience</p>
Class 10	<p style="text-align: center;"><b>Facebook Ads Sales Funnel</b></p>	<ul style="list-style-type: none"> <li>● Understanding Sales Funnel</li> <li>● Stages of Facebook Ads Funnel</li> <li>● Content strategies of different funnel states</li> <li>● Create Facebook Sales Funnel for you or your client</li> <li>● Facebook Sales Funnel Optimization</li> </ul> <p><b>Assignment:</b> Creating own sales funnel</p>
Class 12	<p style="text-align: center;"><b>Facebook Ads Optimizing, Reporting &amp; Measure ROI</b></p>	<ul style="list-style-type: none"> <li>● Audience Insights Audit</li> <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>● Evaluating the performance of ad campaigns</li> </ul> <p><b>Assignment:</b> Submit Audience Insights Audit &amp; Optimization Report.</p>
Class 13	<p style="text-align: center;"><b>Understanding Google Ads</b></p>	<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> </ul> <p><b>Assignment :</b>Creating a Google Ads Account</p>

<p>Class 14</p>	<p><b>Creating Google Ads Campaign &amp; Campaign Types</b></p>	<ul style="list-style-type: none"> <li>● Breaking down the difference between search(PPC), display &amp; remarketing campaign</li> <li>● Plan a Google Ads Campaign (Standard, Smart &amp; Discovery 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> <li>●</li> </ul> <p><b>Assignment:</b> Create a campaign with ads types</p>
<p>Class 15</p>	<p><b>Keywords, Ad Groups &amp; Targeting</b></p>	<ul style="list-style-type: none"> <li>● Research Keywords with the Google Keyword Planner</li> <li>● Research Keywords by WMS Everywhere</li> <li>● Configure Ad Groups &amp; Keywords</li> <li>● Comparing the different keywords match types: Broad, Phrase, Exact &amp; Broad Match Modifier</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>Assignment:</b> Keywords Research with Match Types and targeting</p>
<p>Class 16</p>	<p><b>Ads &amp; Extensions</b></p>	<ul style="list-style-type: none"> <li>● Writing effective ad copy</li> <li>● Learn basic use of Ad extensions</li> <li>● Review Google Ad Policies</li> <li>● Create Ads with Extensions that Provide Information</li> <li>● Create Ads with Automated Extensions</li> </ul> <p><b>Assignment:</b> Creating effective ad copy &amp; Add ads extension.</p>

<p>Class 17</p>	<p><b>Creating a Display Network Campaign &amp; Targeting</b></p>	<ul style="list-style-type: none"> <li>● Plan &amp; Create a Display Network Campaign</li> <li>● Standard Display Campaign, Smart Display Campaign &amp; Gmail 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 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</li> <li>● Learning how to use dynamic display ads</li> </ul> <p><b>Assignment:</b> Creating a Display Network Campaign</p>
<p>Class 18</p>	<p><b>Video Ads on YouTube &amp; Across the Web</b></p>	<ul style="list-style-type: none"> <li>● Understanding Video/YouTube Ads</li> <li>● Skippable in-stream ads</li> <li>● Bumper ads</li> <li>● Non-skippable in-stream</li> <li>● Outstream ads</li> <li>● Ad sequence with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix</li> </ul> <p><b>Assignment:</b> Creating Video Ads on YouTube with targeting.</p>
<p>Class 19</p>	<p><b>Google Ads Remarketing</b></p>	<ul style="list-style-type: none"> <li>● Understanding Google Tag Manager</li> <li>● Setting up Remarketing code using Google Tag Manager</li> <li>● Developing Google Ads Remarketing audiences with Google Analytics</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>
<p>Class 20</p>	<p><b>Optimizing Campaigns</b></p>	<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 21	<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><u>Assignment:</u></b> Create Google Dynamic Ads</p>
Class 22	<b>Setup Conversion Tracking, Analyzing &amp; Measure Performance</b>	<ul style="list-style-type: none"> <li>● Setting up Conversion Tracking with Tag Manager</li> <li>● Understanding Google Analytics</li> <li>● Link Google Ads to Google Analytics</li> <li>● Measure Google Ads Campaign Success(ROI)</li> <li>● Analyze Campaign Performance &amp; Optimize Ads</li> <li>● Track Conversions</li> <li>● Create Reports in Google Ads</li> </ul> <p><b><u>Assignment:</u></b> Ads Setup Conversion Tracking with Tag Manager.</p>
Class 23	<b>Google Tag Manager For Shopify</b>	<ul style="list-style-type: none"> <li>● Understanding Google Tag Manager</li> <li>● Understanding Tag-Trigger-Variable</li> <li>● Install Google Tag Manager on Shopify</li> <li>● Understanding GTM Data Layer</li> <li>● Setup Data Layer on Shopify Checkout page for purchase tracking.</li> </ul> <p><b><u>Assignment:</u></b> Setup Data Layer on Shopify Checkout page for purchase tracking</p>
Class 24	<b>Google Analytics 4 (GA4)-01</b>	<ul style="list-style-type: none"> <li>● Understanding Google Analytics 4 (GA4)</li> <li>● Install Google Analytics 4 (GA4) on Shopify with Tag Manager</li> <li>● Setup Google Analytics 4 (GA4) Ecommerce Tracking on Shopify.</li> <li>● Setup Google Ads Conversion with dynamic purchase value tracking on Shopify.</li> </ul> <p><b><u>Assignment:</u></b> Install _Google Analytics 4 (GA4) on Shopify .</p>

Class 25	<b>Google Analytics 4 (GA4)-2</b>	<ul style="list-style-type: none"> <li>● Setup Google Ads Conversion with dynamic purchase value tracking on Shopify.</li> <li>● How to Import Google Analytics 4 (GA4) Conversions into Google Ads.</li> <li>● Advanced Ecommerce Tracking-Implement Shopify Data layer.</li> <li>● Fix Some Data Layer for Shopify.</li> </ul> <p><b>Assignment:</b> Setup Google Ads Conversion with dynamic purchase value.</p>
Class 26	<b>Setup Facebook Base Pixel on Shopify</b>	<ul style="list-style-type: none"> <li>● Install base code on Shopify website</li> <li>● Setup Facebook Purchase event with dynamic value tracking.</li> <li>● How to setup Facebook Ads Remarketing tag on Shopify</li> </ul> <p><b>Assignment:</b> Setup Facebook Purchase event with dynamic value tracking.</p>
Class 27	<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>● Repost, Mention, Hashtags &amp; Stories</li> <li>● Reposting Method, Analytics</li> </ul> <p><b>Assignment:</b> Create a professional Instagram Account</p>
Class 28	<b>Instagram Marketing (Paid)</b>	<ul style="list-style-type: none"> <li>● Instagram Paid Marketing importance</li> <li>● Instagram Paid Marketing targeting</li> <li>● Instagram Paid Marketing</li> <li>● Instagram Paid ads run</li> </ul> <p><b>Assignment:</b> Instagram Paid Ads Run.</p>



Class 29	<b>Twitter Marketing</b>	<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> </ul> <p><b><u>Assignment:</u></b> Completed Twitter Profile Setup</p>
Class 30	<b>Twitter Paid Marketing</b>	<ul style="list-style-type: none"> <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><u>Assignment:</u></b> Creating Twitter Ads</p>
Class 31	<b>LinkedIn Marketing-1</b>	<ul style="list-style-type: none"> <li>● LinkedIn Overview</li> <li>● Create a professional LinkedIn profile</li> <li>● How to increase LinkedIn connection</li> <li>● How to create a LinkedIn Business page</li> </ul> <p><b><u>Assignment:</u></b> Creating LinkedIn profile &amp; Page</p>
Class 32	<b>LinkedIn Marketing-2</b>	<ul style="list-style-type: none"> <li>● LinkedIn Sales Navigator</li> <li>● LinkedIn Sales Navigator connect</li> <li>● Lead Collection by LinkedIn Sales Navigator</li> </ul> <p><b><u>Assignment:</u></b> LinkedIn Sales Navigator connect &amp; Collect lead using LinkedIn Sales Navigator.</p>
Class 33	<b>LinkedIn Paid Marketing -3</b>	<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><u>Assignment:</u></b> Crating LinkedIn Ads for Buyer Requirement</p>

Class 34	<b>Email Marketing Part-01</b>	<ul style="list-style-type: none"> <li>● Introduction To Email Marketing</li> <li>● Main Concepts of Email Marketing</li> <li>● What is Mailchimp?</li> <li>● How To Get a Professionally Designed Mailchimp Form</li> <li>● Creating &amp; Designing an Email Template</li> <li>● <b>Assignment:</b> Creating &amp; Designing an Email Template For your Website.</li> </ul>
Class 35	<b>Email Marketing Part-02</b>	<ul style="list-style-type: none"> <li>● Which MailChimp Plan is Right for You?</li> <li>● Types of email marketing- Opt-in &amp; bulk emailing</li> <li>● How To Install A Form On Your WordPress Website</li> <li>● How To Add a Mailchimp Sign-up and Pop-up Form Into WordPress</li> <li>● And How to setup Email Marketing Automation</li> <li>● <b>Assignment:</b> Install A Form On Your WordPress Website &amp; Setup Email Marketing Automation</li> </ul>
Class 36	<b>Hubspot</b>	<ul style="list-style-type: none"> <li>● Hubspot Overview</li> <li>● Hubspot Importance</li> <li>● Hubspot Emplement</li> </ul>
Class 37	<b>Goodsuit</b>	<ul style="list-style-type: none"> <li>● Goodsuit Overview</li> <li>● Goodsuit Importance</li> <li>● Goodsuit Outcomes</li> </ul>
Class 38	<b>Buffer</b>	<ul style="list-style-type: none"> <li>● Buffer Overview</li> <li>● Buffer Importance</li> <li>● Buffer outcomes</li> </ul>
Class 39	<b>Discussion Class</b>	<ul style="list-style-type: none"> <li>● Facebook</li> <li>● Google Ads</li> <li>● Google Tag Manager</li> <li>● Google Analytics 4</li> </ul>
Class 40	<b>Freelancing Class 01</b>	<ul style="list-style-type: none"> <li>● Fiverr overview</li> <li>● Account Creation</li> <li>● Fiverr GIG Research</li> </ul>

Class 41	<b>Freelancing Class 02</b>	<ul style="list-style-type: none"> <li>● Fiverr GIG Creation</li> <li>● Fiverr GIG Uploading 100%</li> </ul>
Class 42	<b>Freelancing Class 03</b>	<ul style="list-style-type: none"> <li>● Buyer Request</li> <li>● Fiverr Message formatting</li> <li>● Fiverr Notification</li> </ul>
Class 43	<b>Freelancing Class 04</b>	<ul style="list-style-type: none"> <li>● Fiverr Order Delivery</li> <li>● Fiverr Resolution Center</li> </ul>
Class 44	<b>Freelancing Class 05</b>	<ul style="list-style-type: none"> <li>● Fiverr TOS / Levels</li> </ul>
Class 45	<b>Freelancing Class 06 (Upwork)</b>	<ul style="list-style-type: none"> <li>● Upwork Overview</li> <li>● Account Creation</li> </ul>
Class 46	<b>Freelancing Class 07 (Upwork)</b>	<ul style="list-style-type: none"> <li>● Upwork Portfolio Add</li> <li>● Upwork Project Submit</li> <li>● Making Professional Cover Letter</li> </ul>

## **Outcome:**

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

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