

Digital Marketing

Course Overview/Objective

After completing this course participants will be able to-

- Achieve knowledge on search engine optimization, email marketing, web designing, pay-per-click advertising, e-commerce and social media marketing those contents are available in this course.
- Plan, launch, and manage successful digital marketing initiatives.
- Learn how to construct complete digital marketing plans that are suited to specific business goals.
- Gain practical experience through case studies, projects, and tools utilized by industry professionals.

Course Overview:

- Introduction to Digital Marketing
- Search Engine Optimization (SEO) - Keyword part
- WordPress Site Build
- Search Engine Optimization (SEO) Content, On Page & off Page
- Technical SEO
- Analytics & Search Console
- Off Page Optimization:
- What is a Blog?
- Top 50 social bookmarking sites
- What is web 2.0?
- What is a Forum?
- All About YouTube
- Social Media Platform Marketing
- Introduction to Instagram
- Introduction to Twitter
- Pinterest BUSINESS

- Introduction to LinkedIn
- Introduction to Email Marketing
- Mobile Marketing
- Google My Business Page (GMB)
- Freelancing

Requirements

- SSC/Equivalent

Course Project

N/A

Used Tools

Internet

Course Outline 2025

Modules & Hours	Detailed Course outline
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Introduction to Digital Marketing

(18 Hrs)

Introduction to Digital Marketing

Traditional Vs. Digital Marketing, Types of Digital Marketing

Search Engine Optimization (SEO) - Keyword part

Keyword: Keyword Research, Keyword: Basic Keyword Analysis, Google PPC Ads Campaign, A-z PPC Ads Campaign, Competitor: Competitor Research, Competitor Research, Analysis

WordPress Site Build

Domain: Find Niche based premium & expired Domain, Hosting: How to select Secured Hosting? WP: One Click WP installation Soft callous, WP: WP Dashboard Details explanation, Page: Mandatory Page setup for Client site. Plugin: Mandatory Plugin setup for smart solution, Menu: Customize Menu, Page etc. Index: Requesting Search Engine for Index.

Search Engine Optimization (SEO) Content, On Page & off Page

Content: Content Writing, **On page optimization:** Meta title, Permalink, Meta description, Image alt tags, Keyword Prominence, Keyword stuffing and Keyword density.

Technical SEO

E-Commerce Management: Product SEO, Category SEO, Product Inventory Management

Category Inventory Management.

Ad Relevance Optimization Technique, Placement Optimization, Ad set Optimization, Age Group Based optimization.

(39Hrs)

Analytics & Search Console

The Ultimate Technical SEO Checklist, Analytics & Search Console: Practical discussion on Google Analytics, Practical discussion on Google Search Console, Website audit, how to perform a website audit?

Off Page Optimization:

What are Do follow and No follow links, DA, PA, Link juice, backlink, Roundup Link Building, Broken Backlinks, Resource Page Link building.

What is a Blog?

What is Blog commenting? How to find relevant blogs for blog commenting, what is social bookmarking, Why Google likes social signals for a website

Top 50 social bookmarking sites

Profile optimization for social sites, Creating accounts in popular bookmarking sites

Optimize all social profiles & start bookmarking.

What is web 2.0?

Importance of web 2.0 backlinks, Creating web 2.0 profile in a smarter way, Content writing for web 2.0 sites.

What is a Forum ?

How to find relevant forums? Creating Forum accounts in a smarter way, creating profile backlink, how to publish post in Forum sites, how to create backlinks from Forum sites.

YouTube, Social Media & Email-Marketing

(45 Hrs)

All About YouTube

Introduction to You tube: YouTube Channel Creation & Optimization, YouTube Marketing, YouTube Ads Campaign A-Z, Tips to Create Great Contents and Videos, you tube Tips: Quick and Effective Tips for Video Optimization, YouTube Keyword: Keyword Research for Channel, You tube Competitor: YouTube Competitor Analysis, Niche Details: Top Niche Ideas for YouTube Marketing, Dashboard Tour: YouTube Editor Dashboard details, Earn with YouTube: YouTube Monetization

Social Media Platform Marketing

Introduction to Facebook, Facebook Page Setup, Facebook Ads, Facebook Ads Campaign Setup, Facebook Ads Location Targeting, Facebook Ads Placement targeting, Facebook Ads Lead Generation, Review.

Introduction to Instagram

Instagram Profile & Business Profile, Instagram Ads: Instagram Ads Campaign Setup, Instagram Ads Location Targeting, Instagram Ads Lead Generation, Review

Introduction to Twitter

Introduction to Twitter Marketing, Do's and Don'ts of Twitter Marketing, Power of Twitter hashtags, Tools and Measurement, Twitter Ads – Content & Targeting, Twitter Marketing: Influencer Marketing, Targeted Audience Collect, Review, Increase followers

Pinterest BUSINESS

Introduction to Pinterest: Pinterest Pin, Pinterest Save, how to find Popular Pins, Reddit, how to set up a Pinterest account for your business, how to use Pinterest for business? Pinterest Board Creation (Public & Private), Details about Reddit Marketing & its opportunities.

Introduction to LinkedIn

LinkedIn Job Market: How to Use JOB Market, LinkedIn Marketing: Personal marketing, Brand Marketing, LinkedIn Ads, LinkedIn Campaigns, LinkedIn Business Page Creation, LinkedIn Business Page Setup, LinkedIn Business Page Promotion

Introduction to Email Marketing

What is Email Marketing? Evolution of email, Developments and advancements in E-mail Marketing, Mapping industry trends, how to capture leads from landing page/website? Setting up a campaign from scratch, Best Email Marketing tools, what is Email Automation? Creating an Email automation campaign

Mobile Marketing

Introduction Mobile Marketing, Difference between mobile advertising and marketing
utilizing mobile marketing for sales promotions, online applications, etc. SMS Marketing,
WhatsApp Marketing, Telegram Marketing

GMB: Google My Business Page

GMB: Google My Business Page, Google Business Page creation, GMB: Google Business Page
Verification, Submission Google Business Page in Google Map

Google Map Post, Engagement, Marketing Automation: Knowler & IFTTT

Different Types of Passive income: Affiliate Marketing

Freelancing

(18 Hrs)

Freelancing: What is Freelancing? Who can become a freelancer? Market research Fiverr,
Account Creation on Fiverr, Necessary SEO setup on your gig and marketing

[Link](#)

OLD Course Outline

Introduction to Digital Marketing

- Introduction to Digital Marketing, Types of Digital marketing e.g. SMM, SEO, Affiliate, Mobile, Pay Per Click Marketing, Opportunities of Digital Marketing in Bangladesh
- Introduction to Social Media
- A true definition of social media, social media marketing
- Branded case studies, both B2B & B2C, of successful businesses, Why social media is working for companies today, social media optimization, social media marketing strategy for business. obstacle of social media marketing
- ABCs of Facebook Marketing
- Define & Differentiate Marketing & Branding; The 5ps of marketing; Define Facebook Marketing; Advantages of Advertising on Facebook; Comparison between Facebook advertising & Google Adwords Advertising; Grow your Glocal (Global+Local) Business leveraging the power of Facebook ads;
- Setting Up Business page & Business Account
- Setting up Facebook page; Concept of Vanity URL; Creating Facebook Business Account; Integration of account information & Credit card data into Facebook; the most appropriate billing method for Bangladeshi advertiser; Limitation of Facebook Ad Account.
- Alignment of Marketing Objectives with Campaign Objectives
- Fix your marketing objectives; Explore Different types of campaign objectives (Page Post Engagement, Website Clicks); align your marketing objectives with campaign objectives
- Discover Your Target Market
- Concept of Target Market & Demography; Target Marketing Segmentation; Concept of Pareto Analysis; Broad Vs Narrow Target Segment; Create different types of audience based on your market segment; Concept of audience overlapping.
- Facebook Campaign Structure
- Account > Campaign > Adset > Ads; Creation of Campaign, adset, ads in power editor; Facebook Post/Ad Jargon: Post Title, Post Description; Call to Action (CTA), ; ;Published Post vs Unpublished Post;
- Set up Your First Ads on Facebook
- Facebook Campaign using Published post vs unpublished post; Write catchy content for your ad; Craft your facebook ad image; Facebook Ad Image guideline; 20% Rule of Facebook Image
- Different types of Campaign

- Clicks to Website; Event Responses; Lead Generation; Page Like; Product catalog sales; website conversion; Video Views; Group Project (Trainee will start setting campaign practically on group basis).
- Facebook Campaign Measurement Jargon
- Facebook Marketing Jargon: Impression, Reach, Engagement; Frequency, CTR, CPM, CPC, ROI, ; Ad Relevancy;
- Campaign Measurement Tools
- Explore Facebook page insights; Competitor analysis using Watch to pages option; Set up Facebook Pixel; Integration Facebook Conversion pixel for WordPress website; Importance of using Facebook Pixel; Concept of Re-marketing;
- Individual Project (Trainee will be given a project individually).
- Campaign Measurement Tools
- Use of Google Analytics URL builder to measure Facebook Traffic exactly; Set up custom audience leveraging the power of Facebook pixel.
- Campaign Optimization Technique & Assessment

Ad Relevance Optimization Technique, Placement Optimization, Adset Optimization, Age Group Based optimization.

Twitter/X

- Twitter Basics & Terminology, Introduction to Twitter , Why Twitter matters Twitter Account, Creating Twitter Profile. Twitter Profile Graphics. Twitter Profile Optimization, Master the 140 Character Twitter Post Establishing Your Twitter Presence, Business Competitor Analysis. , Tweet with Minimal Effort Using Hootsuite, Finding the right people & accounts to follow in your business, How to search properly for information & competitors, Learn how to use Twitter search for specific content and lead generation, Using Twitter lists as a powerful marketing tool
- Twitter Strategies for Effective Marketing
- Twitter Traditional Marketing, Hashtags and trending topics, Twitter Marketing, Twitter Marketing Monitoring Tools, Twitter Analytics. Understanding Klout on Twitter

Google Plus

Google Plus Basics & Statistics , What is Google Plus, Why are so many businesses using Google Plus, The Google Plus Layout, Optimize a Profile, Circle, Community, Hangout, How to find relevant conversations in Google Plus, Google Plus Event

The Google Plus Page, Setting up a Google Plus Business Page. Business Page Optimization. Business Competitor Analysis, Content Plan Google Plus Marketing, Backdoor Marketing Plan, 3rd Party Tool.

- Instagram, Introduction to Instagram, Navigating the layouts, Fixing a new account, Optimization, Research Policy, Photo Editing. Instagram Marketing.

LinkedIn

- The Basics, How to use LinkedIn, Optimize Your LinkedIn Profile, LinkedIn Degree, Skill Endorsment, Pulse, How to find connections relevant to you and your industry. Ranking
- Introduction, Recommendation LinkedIn For Business, LinkedIn Group, Your LinkedIn company page Advanced LinkedIn Marketing Strategies, LinkedIn Marketing

Pinterest

- Pinterest Basics, The Layout of Pinterest, Pinterest Business Account, Account Optimization, Boards Strategy
- Pinterest Marketing, Using Pinterest in Your Marketing Campaigns, Blog and YouTube Channel Promotion, Pinterest Analytics

YouTube

- Basics, Layout of YouTube, How to search videos. Video Features
- Channel, Optimizing a YouTube Channel. Channel Verification, Video Uploading Process, Video Optimization (YouTube SEO) , Annotation, Copyright Facts, Monetization
- Live Events, Branding, YouTube AD, YouTube Analytics, Video Editing Marketing, Competitor Analysis, Back-links through YouTube, Keyword Planning and Setup. Digital YouTube Marketing

Content Marketing

Introduction, Why content is king, Why Image is Queen, Definition of content marketing Actions, Create a Solid Content Marketing Strategy, Content Posting Rules (80-20)

- Keyword research, Target Audience, Optimize your content for search. Publish Regularly and Timely. Planning Template, Measure the success.
- Introduction to AdWords: Paid Search vs. Organic Search; the Psychology of Search, Benefits & Features of AdWords, Search vs. Display Display Network
- Ad Formats: Text Ads, Image Ads, Video Ads, Mobile Ads, Rich Media Display Ads
- Google Adwords Account
- Account registration and settings, Navigation, Account Structure
- Google Adwords Campaign Structure
- Google Adwords Campaign Structure: Account > Campaign > Ad Group > Ads, Components of a Campaign; Creating a Campaign; Campaign settings; Editing a Campaign
- Keyword Planner & Display Planner
- Introduction to Keywords, Use of Keyword planner to research keyword, Introduction to Display planner, Placement Strategy of Google Adwords.
- Playing with Ad Group
- Creating Ad Groups; Editing Ad Groups; Monitoring; Best Practices.
- Bidding & Budgeting
- Bidding & Budgets: Setting & Managing Bids, Setting & Managing Budgets, Impacts on Ranking, Best Practices. Performance Monitoring & Conversion Tracking: How Google Measures Performance, Troubleshooting, Optimization Performance.
- Google Adwords Ad Quality

- Ad & Site Quality: Quality Score, How Its Determined, Landing Page & Site Quality, Best Practices.
- Performance Monitoring & Conversion Tracking,
- Optimization Performance

Course Summery

Course Type :

Short Course

Course Duration :

4 Month

Course Hour(s) :

120

Classes :

40

Tuition Fee :

5000.00

Batch:

08

Reg Deadline:

23 Feb 2025

Class Shift:

Evening

Class Start:

17 Apr 2025

Class Schedule

Course Coordinator



Debasis Paul

Cordinator

Course Instructor



Debasis Paul

8 years