

Digital Marketing Program

Full Digital Marketing course starting from **Beginner to intermediate Lvl**

Part 1

- 1 - DM Fundamentals
- 2 - Email Marketing " Beginner "
- 3 - Email Marketing " Intermediate "
- 4 - Google Ads " Beginner "
- 5 - Google Ads " intermediate "

Part 2

- 1 - GTM " Beginner "
- 2 - Google Analytics " Beginner "
- 3 - Google Analytics " intermediate "
- 4 - Google AdSense
- 5 - SEO "Beginner"
- 6 - SEO "Intermediate"
- 7 - Facebook & Instagram " Intermediate "
- 8 - Facebook Ads " Advanced "

This is **Digital Marketing** FULL course starting from beginner level to intermediate lvl.

With the knowledge acquired after the end of this course, you will be able to work as a **Digital Marketing Specialist** and be a master of Web Advertising, Email Marketing, Google Marketing all tools such as Google ads, Google Analytics, Google Tag Manager, Google AdSense and Facebook & Instagram.



Beginner

Welcome to DM **Beginner** course

- Day 1 – What is Digital Marketing
- Day 2 – Digital Presentation | Marketing Funnels | Traction Channels
- Day 3 – Strategies & CLL Models
- Day 4 – Architecture
- Day 5 – What is Web
- Day 6 – Domain Specification
- Day 7 – Hypertext Transfer Protocol / SSL & TLS Certificate
- Day 8 – URL Structure
- Day 9 – Web Layout Page
- Day 10 – Website Structure
- Day 11 – **Summary**
- Day 12 – CMS
- Day 13 – Custom code | Server & Security
- Day 14 – Web Performance
- Day 15 – Performance | Accessibility | Best Practice
- Day 16 – **Summary**
- Day 17 – **Exam**



Email Marketing

Welcome to Email Marketing " beginner" Level

- Day 1 – Email Marketing Introduction
- Day 2 – Email Authentication | Email Marketing Protocols
- Day 3 - Gmail – IMAP, POP | email config.
- Day 4 – Mailchimp “Introduction” “Email Template”
- Day 5 – Email Template Creation
- Day 6 – Audience
- Day 7 - Audience Management Tools | Contact | Webhook
- Day 8 – Sign up Forms | Form Builder
- Day 9 – Form Builder
- Day 10 – Other Sign up Forms
- Day 11 – **Summary**
- Day 12 – Campaign Broadcasting
- Day 13 – Campaign Broadcasting
- Day 14 - **Exam**



Email Marketing

Welcome to Email Marketing "intermediate" Level

- Day 1 – Email Automation
- Day 2 – Email Automation “ External Sources ”
- Day 3 - Email Automation “ Customer Journey ”
- Day 4 – Email Automation “ Customer Journey ”
- Day 5 - **Summary**
- Day 6 – Mailchimp CMS Automation
- Day 7 – Mailchimp CMS Automation
- Day 8 – MailChimp Settings / Access
- Day 9 – SengGrid introduction
- Day 10 – SendGrid
- Day 11 – Amazon SES | Email Extractors
- Day 12 – **Summary**
- Day 13 – **Exam**



Google Ads

Welcome to Google Ads " Beginner" Level course

- Day 1 – Google Marketing Introduction
- Day 2 – Google Account / Settings
- Day 3 – Google Ads introduction /
- Day 4 – Google Search Network
- Day 5 – Google Display Network
- Day 6 – Google Keyword Match Types
- Day 7 – Keyword Planner
- Day 8 - Keyword Planner/ Search Volume, forecasts
- Day 9 – Keyword Planner Tasks
- Day 10 – **Repetition**
- Day 11 – Google Ad Account introduction
- Day 12 – Ad account Setting / Access & Security
- Day 13 – Billing and Payments Structure
- Day 14 – Linked Accounts
- Day 15 – **Summary**
- Day 16 - **Exam**



Google Ads

Welcome to Google Ads "Intermediate" Level course

- Day 1 – Campaign Objective
- Day 2 – Campaign Objective
- Day 3 – Campaign Specification
- Day 4 – Ad Group
- Day 5 – Ad Group for all CO.
- Day 6 – Ad.
- Day 7 – Ad. for all CO
- Day 8 – Create Search Campaign
- Day 9 – Create Display Campaign
- Day 10 – Create Video Campaign
- Day 11 – **Summary**
- Day 12 – Columns / Segment
- Day 13 – Reports & Analyzing
- Day 14 – Reports By Topic, Keywords, Placements
- Day 15 - **Exam**



Google Tag Manager

Welcome to **Google Tag Manager** full course

- Day 1 – **GTM introduction**
- Day 2 – **GTM Synchronization**
- Day 3 – **Tag Config. Setup**
- Day 4 – **Tags**
- Day 5 – **Tags**
- Day 6 – **Trigger**
- Day 7 – **Triggers Advanced**
- Day 8 – **Practice working**
- Day 9 – **Summary**
- Day 10 – **GTM input / Output**
- Day 11 – **GTM Access / Settings**
- Day 12 – **GTM Integration**
- Day 15 - **Exam**



Google Analytics

Welcome to **Google Analytics Beginner** lvl course

- Day 1 – **GA4 introduction**
- Day 2 – **GA4** Analytics Concept
- Day 3 – **GA4 Account**
- Day 4 – **RealTime Report**
- Day 5 – **Audience Demographic Data**
- Day 6 – **Cohort Analytics / User Flow**
- Day 7 – **Custom Segmentation**
- Day 8 – **Custom Segmentation**
- Day 9 - **Summary**
- Day 10 – **Acquisition**
- Day 11 – **Traffic Sources**
- Day 12 – **Source & Medium**
- Day 13 – **Paid & Organic Sources**
- Day 15 - **Summary**
- Day 14 - **Exam**



Google AdSense

Welcome to [Google Analytics](#) [intermediate](#) [lvl course](#)

- Day 1 – **What is Google AdSense**
- Day 2 - **Display Network with AdSense**
- Day 3 – **AdSense For Youtube**
- Day 4 – **Setup Account**
- Day 5 – **Youtube monetization**
- Day 6 – **Youtube monetization practice**
- Day 7 – **Web Monetization**
- Day 8 – **Ads placements and Types**
- Day 9 – **Bi Site / By Ad unit**
- Day 10 - **Summary**
- Day 11 – **GDPR / CCPA / LGPD**
- Day 12 – **Brand Safety**
- Day 13 – **Ads Optimization**
- Day 14 – **Billing & Payments**
- Day 1 5 - **Account Settings**
- Day 16 - **Summary**
- Day 17 - **Exam**



Search Engine Optimization

Welcome to **Search Engine Optimization** Beginner lvl course

- Day 1 – Introduction to SEO
- Day 2 - How search Engine Work
- Day 3 – Types of SEO
- Day 4 – Keyword Research and Competitive intelligence
- Day 5 – On-Page Optimization SEO
- Day 6 – On-Page Optimization SEO
- Day 7 – On-Page Optimization SEO
- Day 8 – Off-Page Optimization SEO
- Day 9 – Off-Page Optimization SEO
- Day 10 - Off-Page Optimization SEO
- Day 11 – **Summary**
- Day 12 – Duplicate Content
- Day 13 – Design and Architectire
- Day 14 – Local SEO
- Day 15 - **Summary**
- Day 16 - **Exam**



Search Engine Optimization

Welcome to **Search Engine Optimization** Intermediate Lvl course

- Day 1 – **User-Agents / Reverse-DNS**
- Day 2 - **Intro to log file auditing**
- Day 3 – **Introduction to HTTP header fields & response codes**
- Day 4 – **XML sitemaps**
- Day 5 – **Robots.txt**
- Day 6 – **Canonical tags**
- Day 7 – **Search Console / Performance**
- Day 8 – **Search Console / Crawling & Indexing**
- Day 9 – **Search Console / Core Web Vital**
- Day 10 - **Search Console / Mobile usability**
- Day 11 – **Search Consol / Structured Data**
- Day 12 – **Search Console / Repetition**
- Day 13 - **Summary**
- Day 14 - **Exam**



Facebook & Instagram

Welcome to Facebook & Instagram intermediate lvl course

Day 1 - Social Media Marketing Introduction

Day 2 - Facebook & Instagram in Digital Marketing

Day 3 – Meta Business Suite, post a content to a page/Instagram

Day 4 – Meta Business Suite / Insights / Add messenger to a website

Day 5 – Meta Business Suite / Lead Generation +1 day sources & methods

Day 6 –What is audience network / FB|IG

Day 7 – **Repetition**

Day 8 – Debate trainers

Day 9 – Many chat – connection / Contacts

Day 10 – Many Chat / Differences between Free & Pro

Day 11 – Many Chat / Automation

Day 12 – Many Chat / Automation

Day 13 – Many Chat / Grow Tools

Day 14 – Many Chat / Permissions / Settings

Day 15 – Practice Working – Tasks

Day 16 – Practice Working – Tasks

Day 17 – **Repetition**

Day 18 – Many Chat / WhatsApp / Connection

Day 19 – Many Chat / Telegram / Connection

Day 20 - Many Chat / Telegram / Connection

Day 21 – Manukyanq Games

Day 22 – Many Chat Sequences,

Day 23 – Exercises, Summary

Day 24 – Many Chat Task / Chat Bot Creation Strategies

Day 25 – Many Chat Task / Chat Bot Creation Strategies

Day 26 – Task Review

Day 27 – **Repetition**

Day 28 – **Exam**



Facebook Ads

Welcome to Facebook Ads Manager **intermediate lvl course**

Day 1 - **What is Digital Advertisement, Types of DM Ads**

Day 2 - Digital Advertisements Goal and Specification

Day 3 - **DM Strategy Types**

Day 4 - Ads manager, Business manager Tutorial-
(Presentation), What is Ad account

Day 5 - Ad account settings

Day 6 - Audience Types-(Presentation), Difference
Retargeting and Remarketing Ads-(Presentation)

Day 7 - **User Integration Mechanism**

Day 8 - Custom Audience

Day 9 - Custom Audience, Lookalike Audience

Day 10 - Custom Audience, Saved Audience

Day 11 - Targeting

Day 12 - **Targeting, Keywords Segmentation Logic (KSL)**

Day 13 - Repetition

Day 14 - **Campaign Objectives in DM, FB Campaign
Objectives**

Day 15 - FB Campaign Objectives, illustrate the
structure of advertising with an example of one
advertising tool (Traffic Objective) Campaign

Day 16 - FB Campaign Objectives, illustrate the
structure of advertising with an example of one
advertising tool (Traffic Objective) Ad set, Ad

Day 17 - Other Campaign Objectives Specifications

(Awareness, Engagement)

Day 18 - Other Campaign Objectives Specifications
(Lead, App Promotion, Sales)

Day 19 - Run Ads with different campaign objectives

Day 20 - Run and Analyses Ads with different
campaign
objectives

Day 21 - Run and Analyses Ads with different
campaign
objectives

Day 22 - Game

Day 23 - Columns

Day 24 - Breakdown, Rules

Day 25 - Rules, Practical works

Day 26 - Rules, Export Import

Day 27 - Account Quality, FB Community Chat

Day 28 - Brand Safety, Brand Right Protection

Day 29 - Repetition, How to Create Offer

Day 30 - Repetition

Day 31 - Offer Exam

Day 32 - Technical Exam



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THANK YOU

