

Digital Marketing Program

- 1 - DM Fundamentals
- 2 - Email Marketing
- 3 - Google Ads
- 4 - Facebook & Instagram Ads
- 5 - E - Commerce Basics



Fundamentals

- Day 1 – What is Digital Marketing | Marketing Types
- Day 2 – Digital Marketing Traction Channels | DM Architecture
- Day 3 - CLL Strategy Model | Multichannel & Omnichannel Models
- Day 4 – Domain Types | SSL, TLS
- Day 5 – URL & We Layout Structure
- Day 6 – Customer Management System " CMS "
- Day 7 - Customer Relationship Management " CRM "
- Day 8 – Web Performance
- Day 9 – Performance | Accessibility | Best Practice
- Day 10 – **Summary**
- Day 11 - **Exam**



Email Marketing

- Day 1 – Email Marketing Introduction
- Day 2 – Email Authentication | Email Marketing Protocols
- Day 3 - Gmail – IMAP, POP | email config.
- Day 4 – Mailchimp “Introduction” “ Mailchimp Audience”
- Day 5 – Email Template Creation
- Day 6 – Email Template
- Day 7 - Email Template Footer
- Day 9 – Mailchimp Audience Settings | Import Contact Types & Status
- Day 10 – Audience Management Tools | Segment, Tag, Group
- Day 11 – Audience Deep Segmentation| Practical Working
- Day 12 – Form Builder | Unsubscribe, Subscribe forms
- Day 13 – Campaign Structure & Settings
- Day 14 - Campaign Broadcasting & Analysis
- Day 15 - Ongoing Exam
- Day 16 - Email Basic Automation
- Day 17 - Email Automation "CJM"
- Day 18 - Email Automation "CJM"
- Day 19 - Email Automation "CJM"
- Day 20 - Repetition
- Day 21 - Exam



Google Ads

- Day 1 – Google Marketing Introduction
- Day 2 – Google Search Network
- Day 3 – Google Display Network
- Day 4 – Google Ad Account | Setting | Billing | Linked Account | Access & Security
- Day 5 – Google Keyword Match Types | Keyword Planner
- Day 6 - **Keyword Planner/ Search Volume, Forecasts**
- Day 7 – **Keyword Planner Tasks**
- Day 8 – Campaign Objective
- Day 9 – Bidding Option / Auction
- Day 10 - Campaign | Ad Group | Ad
- Day 11 - Campaign | Ad Group | Ad
- Day 12 - Campaign | Ad Group | Ad
- Day 13 - Campaign | Ad Group | Ad
- Day 14 - **Crowdfunding, E-Commerce Ads Keyword researching & Planning**
- Day 15 – **Crowdfunding, E-Commerce, Search & Display Ads Specification**
- Day 16 – Reports & Analyzing
- Day 17 - Audience Manager | Retargeting
- Day 18 - **Summary**
- Day 19 - **Exam**



Facebook Ads

- Day 1 – Facebook & Instagram Ads Introduction
- Day 2 – Ad account settings
- Day 3 – Audience Types-(Presentation), Difference Retargeting and Remarketing Ads-(Presentation)
- Day 4 – Custom Audience
- Day 5 – Saved Audience | Keywords Segmentation Logic (KSL)
- Day 6 – **Saved Audience | Crowdfunding, E-Commerce Targeting Specification**
- Day 7 - Campaign Objectives and Goals
- Day 8 – Campaign | Ad-Set
- Day 9 – Ad-Set | Ad
- Day 10 – **Crowdfunding Ads, E-Commerce Ads | Deep Targeting**
- Day 11 – **Crowdfunding Ads, E-Commerce Ads | Deep Targeting**
- Day 12 – Campaign Breakdown, Column, Rules
- Day 13 – Event Manager | Facebook Pixel
- Day 14 – **Met Pixel Setup | Practical Working**
- Day 15 - Event Manager / API Conversion Gateway
- Day 16 - API Conversion " Manual Setup " CRM Setup
- Day 17 - Business Manager | Sharing | Security | Verification |
- Day 18 - **Repetition**
- Day 19 - **Exam**



E-Commerce Basics

- Day 1 – E-Commerce - Shopify, Wordpress understanding
- Day 2 – WordPress - WoCommerce
- Day 3 – CMS & Integration
- Day 4 – Product SWOT Analysis / Researching
- Day 5 – Researching / Improving
- Day 6 – Product SWOT Introduction
- Day 7 – **Exam**



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THANK YOU