

IT Career Solution		
Digital Marketing Course Curriculum		
Day	Course Content	Details
Day 1	Introduction to Our Course	Mentor Introducing About IT Career Course Curriculum Freelancing and Marketplace Why choose This Career Question answer Session Student's Introduction Class Rules Brand Yourself , Video Introduction
Day 2	Learn About Basic Computer	Introduction to Personal Computing Typing Speed Up MS Word MS Excel MS PowerPoint Advance Internet
Day 3	Digital Marketing Overview (Orientation Class)	What is Digital Marketing? Why Digital Marketing? Traditional Vs. Digital Marketing Digital Marketing Components. Career in Digital Marketing.
Day 4	Introduction to Facebook Marketing and Page Setup	What is Facebook Paid Marketing? Why does your business need Facebook Marketing? Facebook Advertising Policy Overview Creating & Optimizing Facebook Page What Makes Your Facebook Page Professional? Assignment: Create A Professional Facebook Page & Research Advertising Policy Overview.
Day 5	Facebook Business Manager Account	Creating a Facebook Business Manager Account. Managing Your Business Manager Account. Adding people to Business Manager for roles & permissions. Adding a Page to Facebook Business Manager Account Facebook Ad Account Uses and Limitation. Facebook Payment Gateway. Assignment: Create Facebook Business Manager Account with all information

Day 6	Facebook Ads Live Campaign with Details Targeting	<p>Facebook Ads Campaign Structure</p> <p>What is AD SET & ADS</p> <p>How to AD SET & ADS Work</p> <p>Disscuse about facebook detailed targeting</p> <p>Run First Facebook Ad Campaign</p> <p>Assignment: Run a Facebook Ads and show report</p>
Day 7	Facebook Ads	<p>Facebook Creator Studio</p> <p>Ads run with Split or A/B Test</p> <p>Slideshow Ads</p> <p>Carousel Ads</p> <p>Facebook page like engagement ads</p> <p>Lead Generation Ads</p> <p>Assignment : Create Slideshow Ads, Carousel Ads, page like engagement ads & Lead Generation Ads</p>
Day 8	Setup Tracking Facebook Pixel & Conversion API	<p>Understanding Facebook Pixel & Server-side tracking</p> <p>Understanding Google Tag Manager</p> <p>Set up Facebook Pixel & CAPI with Google Tag Manager</p> <p>Setup Standard & Custom events</p> <p>Setup custom conversion</p> <p>Setup Tracking for Offline Events</p> <p>Setup Tracking & Individuals interacting with Facebook Page</p> <p>Assignment: Setup CAPI Pixel with all Event Setup on website.</p>
Day 9	Facebook Ads For E-commerce 01	<p>Introduction to Facebook Ads for E-Commerce</p> <p>Setup Facebook Shop</p> <p>Introduction to Conversion Ads</p> <p>Run Conversion Ads from Shop.</p> <p>Assignment: Setup Facebook Shop & Run Conversion ads.</p>
Day 10	Facebook Ads For E-commerce 02	<p>Importance of Dynamic Facebook Ads.</p> <p>Setup Facebook Dynamic Ads for E-Commerce</p> <p>Setup Catalogues & Feeds Ads</p> <p>Setup Collection Ads For Ecommerce</p> <p>Assignment: Run Dynamic, Catalogues &</p>

Day 11	Facebook Audiences & Remarketing	<p>Creating Saved/Core Audience Creating A Custom Audience for Retargeting Creating Lookalike Audience Creating a Audience from a Customer List Creating Special Ads Audience for Client requirements Assignment: Creating custom Audience, Lookalike Audience & Creating Special Ads Audience</p>
Day 12	Facebook Ads Sales Funnel	<p>Understanding Sales Funnel Stages of Facebook Ads Funnel Content strategies of different funnel states Create Facebook Sales Funnel for you or your client Facebook Sales Funnel Optimization Assignment: Creating own sales funnel</p>
Day 13	Facebook Ads Optimizing Reporting & Measure ROI	<p>Audience Insights Audit Ad Relevance Optimization Technique Ads Placement Optimization Ads Device optimization Ads Location optimization Age Group based optimization Bid and budget optimization Evaluating the performance of ad campaigns Assignment: Submit Audience Insights Audit & Optimization Report.</p>
Day 14	Understanding Google Ads	<p>Overview of Google Ads Creating a Google Ads Account Google Ads Account Access & Security Configure and Manage Account Alerts, Announcements & Notifications Billing & Payment methods Assignment :Creating a Google Ads Account</p>
Day 15	Creating Google Ads Campaign & Campaign Types	<p>Breaking down the difference between search(PPC), display & remarketing campaign Plan a Google Ads Campaign (Standard, Smart & Discovery Campaign) Create Campaigns & Configure Campaign Settings Create and Configure Ad Groups, Ads & Keywords Managing Bidding & Budgets Assignment: Create a campaign with ads types</p>

Day 16	Keyword, Ad Groups & Targeting	<p>Research Keywords with the Google Keyword Research Keywords with the Google Keyword Planner</p> <p>Research Keywords by WMS Everywhere</p> <p>Configure Ad Groups & Keywords</p> <p>Comparing the different keywords match types:</p> <p>Broad, Phrase, Exact & Broad Match Modifier</p> <p>Explore & understand negative keywords</p> <p>Configuring Language & Location Targeting</p> <p>Device specific targeting – Mobile, Tablet & Desktop</p> <p>Assignment: Keywords Research with Match Types and targeting</p>
Day 17	Ads & Extensions	<p>Writing effective ad copy</p> <p>Learn basic use of Ad extensions</p> <p>Review Google Ad Policies</p> <p>Create Ads with Extensions that Provide Information</p> <p>Create Ads with Automated Extensions</p> <p>Assignment: Creating effective ad copy & Add ads extension.</p>
Day 18	Creating a Display Network Campaign & Targeting	<p>Plan & Create a Display Network Campaign</p> <p>Standard Display Campaign, Smart Display Campaign & Gmail Campaign</p> <p>Target by Audience (Automated & Manual)-</p> <p>Keywords, Topic & Demographics</p> <p>Target Campaigns by Device Type</p> <p>Create a Responsive Ad</p> <p>Placement Ads Targeting on Website, Mobile Apps & YouTube</p> <p>Affinity & In-market audience targeting</p> <p>Custom audience targeting</p> <p>Learning how to use dynamic display ads</p> <p>Assignment: Creating a Display Network Campaign</p>

Day 19	Video Ads on Youtube Network Campaign & Targeting	<p>Understanding Video/YouTube Ads</p> <ul style="list-style-type: none"> Skippable in-stream ads Bumper ads Non-skippable in-stream Outstream ads <p>Ad sequence with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix</p> <p>Assignment: Creating Video Ads on YouTube with targeting.</p>
Day 20	Google Ads Remarketing	<p>Understanding Google Tag Manager</p> <ul style="list-style-type: none"> Setting up Remarketing code using Google Tag Manager Developing Google Ads Remarketing audiences with Google Analytics How to build an effective Display Remarketing campaign Display & Dynamic remarketing best practice <p>Assignment: Creating a campaign using remarketing audiences</p>
Day 21	Advance Google Ads Features	<ul style="list-style-type: none"> Optimize Ad Delivery Create Google Dynamic Ads (Dynamic Search & Display Ads) Implement Keyword Insertion Implement Campaign Drafts & Experiments <p>Assignment: Create Google Dynamic Ads</p>
Day 22	Setup Conversion Tracking, Analyzing & Measure Performance	<ul style="list-style-type: none"> Setting up Conversion Tracking with Tag Manager Understanding Google Analytics Link Google Ads to Google Analytics Measure Google Ads Campaign Success(ROI) Analyze Campaign Performance & Optimize Ads Track Conversions Create Reports in Google Ads <p>Assignment: Ads Setup Conversion Tracking with Tag Manager.</p>

Day 23	Google Tag Manager For shopify	<p>Understanding Google Tag Manager Understanding Tag-Trigger-Variable Install Google Tag Manager on Shopify Understanding GTM Data Layer Setup Data Layer on Shopify Checkout page for purchase tracking. Assignment: Setup Data Layer on Shopify Checkout page for purchase tracking</p>
Day 24	Google Analytics 4 (GA4) 01	<p>Understanding Google Analytics 4 (GA4) Install Google Analytics 4 (GA4) on Shopify with Tag Manager Setup Google Analytics 4 (GA4) Ecommerce Tracking on Shopify. Setup Google Ads Conversion with dynamic purchase value tracking on Shopify. Assignment: Install Google Analytics 4 (GA4) on Shopify .</p>
Day 25	Google Analytics 4 (GA4) 02	<p>Setup Google Ads Conversion with dynamic purchase value tracking on Shopify. How to Import Google Analytics 4 (GA4) Conversions into Google Ads. Advanced Ecommerce Tracking-Implement Shopify Data layer. Fix Some Data Layer for Shopify. Assignment: Setup Google Ads Conversion with dynamic purchase value.</p>
Day 26	Setup Facebook Base Pixel on Shopify	<p>Install base code on Shopify website Setup Facebook Purchase event with dynamic value tracking. How to setup Facebook Ads Remarketing tag on Shopify Assignment: Setup Facebook Purchase event with dynamic value tracking.</p>
Day 27	Instagram Marketing	<p>Instagram Marketing Overview Profile Setup and Customizations Instagram Business Profile Content Creation Repost, Mention, Hashtags & Stories Reposting Method, Analytics Assignment: Create a professional Instagram Account</p>

Day 28	Instagram Marketing(Paid)	Instagram Paid Marketing importance Instagram Paid Marketing targeting Instagram Paid Marketing Instagram Paid ads run Assignment: Instagram Paid Ads Run.
Day 29	Twitter Marketing	Twitter Profile Setup & Customization Twitter Niche & Follower Hack Twitter Features Twitter Post, Hashtag, Mention & Analytics Assignment: Completed Twitter Profile Setup
Day 30	Twitter Paid Marketing	Understanding Twitter Ads Setup Twitter Ads Account Payment Method Add Targeting Twitter audience Run Twitter Ads Assignment: Creating Twitter Ads
Day 31	Linkedin Marketing 1	LinkedIn Overview Create a professional LinkedIn profile How to increase LinkedIn connection How to create a LinkedIn Business page Assignment: Creating LinkedIn profile &
Day 32	Linkedin Marketing 2	LinkedIn Sales Navigator LinkedIn Sales Navigator connect Lead Collection by LinkedIn Sales Navigator Assignment: LinkedIn Sales Navigator connect & Collect lead using LinkedIn Sales Navigator.
Day 33	Linkedin Paid Marketing 3	Understanding LinkedIn Ads Setup LinkedIn Ads Account Payment Method Add Targeting LinkedIn audience Run LinkedIn Ads Assignment: Crating LinkedIn Ads for Buyer Requirement
Day 34	Email Marketing 01	Introduction To Email Marketing Main Concepts of Email Marketing What is Mailchimp? How To Get a Professionally Designed Mailchimp Form Creating & Designing an Email Template Assignment: Creating & Designing an Email Template For your Website.

Day 35	Email Marketing 02	<p>Which MailChimp Plan is Right for You?</p> <p>Types of email marketing- Opt-in & bulk emailing</p> <p>How To Install A Form On Your WordPress Website</p> <p>How To Add a Mailchimp Sign-up and Pop-up Form Into WordPress</p> <p>And How to setup Email Marketing Automation</p> <p>Assignment: Install A Form On Your WordPress Website & Setup Email Marketing Automation</p>
Day 36	On Page SEO	<p>ON Page SEO</p> <p>What is title tag?</p> <p>What is meta description</p> <p>What is meta keyword tag?</p> <p>What is permalink url or slug?</p> <p>What is SILO content structure?</p> <p>What are breadcrumbs?</p> <p>What are heading tags?</p> <p>What is image ALT tag?</p> <p>SEO content writing style</p> <p>What is keyword density & consistency?</p> <p>What is keyword proximity?</p> <p>What are contextual internal links?</p> <p>SEO audit tools</p> <p>How to check content duplicacy</p> <p>SEO NO-NO</p> <p>Assignment 3: Quick SEO Audit</p>

Day 37	Advance On Page SEO	Advance ON Page SEO What is Robots.txt? What is meta robot tag? What is 301 permanent redirect? What is canonical tag? What is geo tag? What is 404? What is Rich Snippet? What is open graph? Mobile Responsive Page Speed and Page caching Boilerplate Content RSS Feed Sitemaps Text to HTML Ratio
Day 38	Fiverr	Fiverr overview Account Creation Fiverr GIG Research
Day 39	Fiverr	Fiverr GIG Creation Fiverr GIG Uploading 100%
Day 40	Upwork	Upwork Overview Account Creation
Day 41	Upwork	Upwork Prtfolio Add Upwork Project Submit Making Professional Cover Latter
Day 42	Giving Certificate	Sugestion