# UpSkill
## IT ACADEMY

Transform Your Career with Our
# Digital Marketing Course

# WHY CHOOSE US?

*Unlock the Future of Digital Marketing
with Cutting-Edge Skills*

- Expert Trainers
- Industry Standard Modules
- Live & Practical Training
- Cutting-Edge Tools
- Personalized Attention
- Interactive Learning Methods

- Real-World Case Studies
- Global Perspective
- Post-Course Support
- Placement Assistance
- Certification Course
- Interview Preparations

# WHO SHOULD ATTEND?

*"Empowering the
Digital Marketers of Tomorrow"*

- Business Owners
- Sales Professionals
- Marketing Professionals
- Freelancers
- Students

- Content Creators
- Influencers
- Aspiring Entrepreneurs
- Looking for Career Change
- Interested in Online Advertising

"In the world of digital marketing, change is the only constant. Those who adapt and innovate will lead the future."

# COURSE CURRICULUM

## MODULE 1: DIGITAL MARKETING INTRODUCTION

- Definition & Scope Of Digital Marketing
- Evolution Of Digital Marketing
- Traditional Vs. Digital Marketing
- Digital Marketing Strategies & Frameworks
- Overview Of Digital Marketing Channels
- Latest Trends & Future Of Digital Marketing

## MODULE 2: SOCIAL MEDIA MARKETING MANAGEMENT, STRATEGY & OPTIMIZATION

- Understanding Different Social Media Platforms (Facebook, Instagram, Linkedin, Twitter, Youtube, Pinterest)
- Creating A Social Media Marketing Strategy
- Social Media Algorithm Updates & How They Affect Engagement
- Social Media Content Creation & Scheduling
- Organic Vs. Paid Social Media Growth
- Community Management & Engagement Strategies
- Using Analytics To Optimize Social Media Performance
- Social Media Tools: Buffer, Hootsuite, Sprout Social

## MODULE 3: CANVA DESIGNING

- Introduction To Canva & Interface Overview
- Design Basics: Color Theory, Typography and Layouts
- Creating Engaging Social Media Graphics
- Animation & Video Editing With Canva
- Canva Templates & Branding Kit Setup
- Designing for Print
- Using Canva's Photo Editor

# COURSE CURRICULUM

## MODULE 4: GOOGLE MY BUSINESS (GMB)

· Setting Up & Verifying Google My Business Profile
· Optimizing Business Information & Photos
· Managing Customer Reviews and Q&A
· GMB Posts & Promotions
· Google My Business Insights & Analytics
· Local Seo Strategies Using GMB

## MODULE 5: BUSINESS WHATSAPP

· Setting Up Whatsapp Business Account
· Creating Business Profile & Catalog
· Automated Messages: Greetings, Away, & Quick Replies
· Broadcast Lists & Customer Segmentation
· Whatsapp API Integration For E-commerce

## MODULE 6: META BUSINESS SETUP

· Creating & Managing Meta Business Suite
· Setting Up Business Pages & Instagram Integration
· Role & Permission Management
· Business Suite Insights & Performance Analysis

## MODULE 7: META ADS

· Introduction To Meta Ads Manager
· Understanding Ad Formats (image, Video, Carousel, Slideshow)
· Ad Targeting: Custom & Lookalike Audiences
· Ad Budgeting & Bidding Strategies
· Ad Copywriting & Creative Best Practices
· A/B Testing & Performance Analysis

# COURSE CURRICULUM

## MODULE 8: FACEBOOK BUSINESS MANAGER

· Setting Up & Configuring Facebook Business Manager

· Managing Multiple Ad Accounts & Pages

· Assigning Roles & Permissions

· Data Protection & Security Best Practices

## MODULE 9: META PIXEL

· Understanding Meta Pixel & Its Importance

· Installing Pixel On Website

· Tracking Conversions & Events

· Creating Retargeting Audiences

· Pixel Data Analysis For Campaign Optimization

## MODULE 10: CONTENT MARKETING

· Importance Of Content Marketing

· Types Of Content (blogs, Videos, Infographics, Case Studies)

· Content Strategy & Planning

· Seo-optimized Blogging

· Storytelling & Brand Voice Development

· Tools For Content Marketing (buzzsumo, Semrush, Grammarly)

## MODULE 11: SOCIAL MEDIA PAID ADS (FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN & YOUTUBE)

· Creating Paid Ad Campaigns On Different Platforms

· Targeting & Audience Segmentation

· Ad Copy & Visual Best Practices

· Budget Allocation & ROI Tracking

· Analytics & Performance Optimization

# COURSE CURRICULUM

## MODULE 12: LEAD GENERATION

· Introduction To Lead Generation
· Organic Vs. Paid Lead Generation Strategies
· Using Landing Pages For Lead Capture
· Lead Magnet Creation (e-books, Webinars, Free Tools)
· Crm Tools For Lead Management (hubspot, Salesforce)

## MODULE 13: RETARGETING & REMARKETING ADS

· Understanding Retargeting & Its Importance
· Setting Up Retargeting Ads On Facebook & Google
· Dynamic Remarketing Campaigns
· Conversion Funnel Optimization For Retargeting

## MODULE 14: EMAIL MARKETING, AFFILIATE MARKETING, INFLUENCER MARKETING, ECOMMERCE MARKETING & MOBILE MARKETING

· Email Marketing: List Building, Segmentation & Automation
· Affiliate Marketing: Networks, Commission Models & Promotions
· Influencer Marketing: Finding & Partnering With Influencers
· E-commerce Marketing: Shopify, Woocommerce, Amazon Strategies
· Mobile Marketing: Sms, Push Notifications, App Marketing

## MODULE 15: GOOGLE ADS (SEARCH ENGINE MARKETING)

· Understanding Google Ads & Auction System
· Google Search Ads Setup & Optimization
· Display & Video Ads Best Practices
· Bidding Strategies & Budget Optimization
· Performance Analysis & Ad Quality Score Improvement

# COURSE CURRICULUM

## MODULE 16: GOOGLE KEYWORD PLANNER

- Understanding Search Intent & Keywords
- Finding High-intent Keywords For Ads & Seo
- Competitor Keyword Research Techniques

## MODULE 17: GOOGLE ADSENSE

- Introduction To Google Adsense & Monetization
- Setting Up & Managing Ads On Websites
- Best Practices For Ad Placement & Revenue Maximization

## MODULE 18: VIDEO CREATION (REELS & SHORTS)

- Creating Engaging Short-form Video Content
- Video Editing & Production Best Practices
- Youtube Shorts & Instagram Reels Marketing

## MODULE 19: DOMAIN, HOSTING, WORDPRESS WEBSITE DEVELOPMENT & BLOGGING

- Choosing The Right Domain & Hosting Provider
- Wordpress Setup & Customization
- Seo-optimized Blogging Strategies

## MODULE 20: LANDING PAGES OPTIMIZATION AND STRATEGY

- What Is A Landing Page & Its Importance?
- Designing High-converting Landing Pages
- A/B Testing & Performance Optimization

## MODULE 21: GOOGLE ANALYTICS, REPORTING, AND TAG MANAGER

- Setting Up Google Analytics 4 (GA4)
- Understanding Metrics & Reports
- Google Tag Manager Setup & Event Tracking

# COURSE CURRICULUM

## MODULE 22: GOOGLE WEBMASTER TOOLS (GOOGLE SEARCH CONSOLE)

· Introduction To Google Search Console

· Indexing & Crawling Issues Fixing

· Enhancing Website Performance In Search Results

## MODULE 23: SEARCH ENGINE OPTIMIZATION (SEO)

· On-page Seo: Titles, Meta Descriptions, Internal Linking

· Off-page Seo: Link Building, Guest Blogging, PR (Public Relations)

· Search Engine Algorithms

· Technical Seo: Site Speed, Mobile Optimization, Schema Markup

· Local Seo: Google My Business & Citations

· Mobile-First Indexing

· Seo Tools

· Voice Search & AI In Seo

## MODULE 24: AI IN DIGITAL MARKETING

· AI-powered Tools For Marketing Automation

· Chatbots & AI-powered Customer Support

## MODULE 25: CERTIFICATIONS

· Google Ads & Analytics Certifications

· Hubspot, Meta & Semrush Certifications

· Industry-recognized Digital Marketing Certifications

## MODULE 26: DIGITAL MARKETING INTERVIEW PREPARATION

· Common Interview Questions & Answers

· Hands-on Assessments & Case Study Discussions

· Q&A and Doubt Solving Sessions

buffer

Hootsuite

Canva

sproutsocial

Google My Business

freepik

Google Ads

Meta

grammarly

BuzzSumo

HubSpot

salesforce

Google AdSense

SEMRUSH

AIOSEO

WORDPRESS

Google Analytics

yoast

Google Search Console

Blogger

MAJESTIC

mailchimp

ChatGPT

ahrefs

MOZ PRO

# CONTACT US
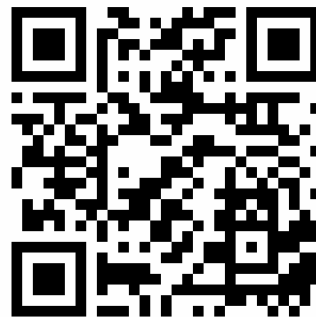
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