

Course Outline:

- What is social media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing

• Introduction to Digital Marketing

Difference b/w Traditional Marketing & Digital Marketing

Digital Marketing Channels included in Digital Marketing

• Facebook Marketing

- Understanding Facebook marketing
- Practical session 1
 - § Creating Facebook page
 - § Uploading contacts for invitation
 - § Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices in Pakistan
- Understanding the art of engagement
- Ad reporting in Ads manager
- Campaign analysis and optimization
- Knowledge of Terms like CPC, CTR, Frequency and other matrix
 - Creating Facebook advertising campaign
 - Targeting in ad campaign
 - Campaign creation and execution
 - Setting up conversion tracking
 - Using power editor tool for adv.
 - Custom targeting and audience optimization
- **LinkedIn Marketing**
 - What is LinkedIn?
 - Understanding LinkedIn
 - Company profile vs Individual profiles
 - Understanding LinkedIn groups
 - How to do marketing on LinkedIn groups
- **Freelance E-commerce platform training**
 - How to sell on Daraz
 - How to sell on Olx
 - How to sell on Facebook
 - LinkedIn advertising & its best practices
 - Increasing ROI form LinkedIn ads
 - LinkedIn publishing
 - Company pages
 - Adv on LinkedIn

Display vs text

• Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: Tweet Deck,
- How to do marketing on Twitter
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Tw

• Video Marketing

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using YouTube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Creating Video AD groups
- Targeting Options
- Understanding Bid Strategy

• Google and SEO

- Google+ for Branding
- Google+ for Sales
- Google+ for SEO
- Tools, Services, and Management
- Tracking Activity and Results
- Google Analytics
- Search engine marketing with google search console
- UTM tracking and impact on google analytics
- Introduction to AdWords

• Content marketing

- Importance of content
- Why “Content is the king”
- The Art of storytelling
- Optimizing content
- Keyword analysis
- Content planning
- Content promotion
- Tips and tricks for blogging