



**DIGITAL TRAINING  
SKILLS INSTITUTE**



# *Advance* **DIGITAL MARKETING** COURSE

## **2** *Duration* **MONTHS**



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# Course GOALS

The Advanced Digital Marketing course goals are to provide learners with the essential skills and knowledge needed to thrive in the ever-evolving world of digital marketing. By delving into a variety of advanced techniques across multiple channels—such as SEM, social media, content marketing, video marketing, ORM, and email marketing—students will gain the expertise required to craft effective campaigns, optimize performance, and manage client relationships in today's digital environment.



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# *Course* OBJECTIVES

## STUDENTS WILL BE ABLE TO:

- Understand The Distinctions Between Traditional And Digital Marketing, And Appreciate The Significance Of Different Digital Channels
- Learn How To Set Up, Manage, And Optimize PPC Campaigns On Google Ads, With A Focus On Key Metrics Like Quality Score And ROI
- Create Comprehensive Social Media Campaigns That Leverage Advanced Targeting And Analytics Tools.
- Develop A Content Marketing Strategy That Encompasses Various Content Types And Their Distribution Methods
- Apply Advanced Video Marketing Techniques On Platforms Like Youtube, Concentrating On SEO, Ad Formats, And Engagement Metrics
- Explore Strategies For Maintaining A Positive Online Brand Image And Effectively Addressing Negative Feedback
- Master Advanced Segmentation, Automation, And Analytics To Improve Email Marketing Campaigns



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# COURSE OUTLINES

## MODULE 1:

### INTRODUCTION TO DIGITAL MARKETING

- What Is Digital Marketing?
- Traditional Vs. Digital Marketing
- Importance Of Digital Marketing
- Overview Of Digital Marketing Channels

**Task:** Research and present a case study on a successful digital marketing campaign versus a traditional marketing campaign

## MODULE 2:

### ADVANCED SEARCH ENGINE MARKETING (SEM) / PAY-PER-CLICK

- Introduction To Google Ads
- Google Search & Display Networks
- Setting Up PPC Campaigns
- Understanding Quality Score And Ad Rank
- Bidding Strategies And Budget Optimization
- Conversion Tracking And ROI Analysis

**Task:** Create a sample PPC campaign on Google Ads, including ad copy, keywords, and budget allocation



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# Course OUTLINES

## MODULE 3:

### ADVANCED SOCIAL MEDIA MARKETING

- Creating Comprehensive Social Media Campaigns
- Building Effective Social Media Funnels
- Advanced Audience Segmentation & Retargeting
- Utilizing Facebook Pixel & Advanced Analytics
- Instagram Shopping & Facebook Marketplace Strategies
- LinkedIn Advanced Targeting (Job Titles, Company Size, Industry)
- Advanced Strategies For Emerging Platforms (Tiktok, Pinterest)
- Social Listening Tools (Brand24, Hootsuite Insights)

**Task:** Develop a social media ad campaign that integrates PPC strategies, detailing targeting options and expected outcomes

## MODULE 4:

### CONTENT MARKETING

- Importance Of Content In Digital Marketing
- Developing A Content Strategy



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# Course OUTLINES

- Repurposing And Distributing Content
- Content Creation Tools
- Content Marketing Metrics (Engagement, Conversion, Etc.)
- Types Of Content (Blogs, Videos, Infographics, Podcasts)

**Task:** Create a content calendar that includes PPC-driven content pieces, aligning them with promotional campaigns

## MODULE 5: CONTENT MARKETING

- Advanced Youtube SEO Strategies
- Video Retargeting Strategies
- Creating Engaging Video Ads (True View, Discovery Ads)
- Video Retargeting Strategies
- Measuring Video Engagement & Conversion Rates
- Using Video Analytics To Improve Performance
- Leveraging Livestreams For Brand Growth
- Influencer Collaborations On Video Platforms

**Task:** Develop a video ad for YouTube, including targeting parameters and a budget plan for PPC



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# Course OUTLINES

## MODULE 6:

ONLINE REPUTATION MANAGEMENT (ORM)

- What Is ORM?
- Strategies For Managing Online Reputat
- Handling Negative Reviews And Feedback
- Building A Positive Online Brand Images
- Tools For Monitoring Online Mentio

**Task:** Create a PPC campaign to promote positive content that enhances a brand's online reputation

## MODULE 7:

ADVANCED EMAIL MARKETING & AUTOMATION

- Advanced Segmentation Techniques (Behavioral, Demographic)
- Dynamic Content & Personalized Campaigns
- Lead Scoring & Nurturing With Automation
- Drip Campaigns & Lifecycle Emails
- Advanced Testing (A/B Testing Subject Lines, Content, Ctas)



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# COURSE OUTLINES

- Integrating Email Marketing With CRM Systems
- Advanced Email Deliverability Tactics
- Email Marketing Analytics & ROI Optimization

**Task:** Design an email marketing campaign that integrates PPC ads, focusing on lead nurturing and conversion tracking

## MODULE 8:

HOW TO SELL SERVICES AS A FREELANCER ON FIVERR

- Introduction To Selling Services On Fiverr
- Overview Of Fiverr As A Freelancing Platform
- Understanding Fiverr's Marketplace Structure
- Benefits Of Using Fiverr To Sell Freelance Services
- Global Reach And Access To A Large Client Base
- Fiverr's Rating And Review System
- Categories Of Services Available On Fiverr

**Task:** Create a Fiverr gig focused on PPC services, including a detailed description, pricing strategy, and promotional plan



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