



**DIGITAL TRAINING
SKILLS INSTITUTE**



Basic **DIGITAL MARKETING** COURSE

2 *Duration* **MONTHS**



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www.dtsiedu.org

Course GOALS

The Digital Marketing Course goals are to give learners a thorough understanding of the principles, strategies, and tools used in digital marketing.

By examining various channels such as social media, content marketing, and Google Ads, students will acquire the skills needed to effectively engage audiences, boost conversions, and analyze performance metrics.

The course focuses on practical application, preparing students to develop impactful marketing campaigns and thrive in the ever-changing digital landscape



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Course OBJECTIVES

STUDENTS WILL BE ABLE TO:

- Define And Distinguish Key Concepts Of Digital Marketing And Its Importance In Today's Business Environment
- Create Effective Social Media Strategies And Content Plans That Cater To Specific Audiences And Platforms
- Produce Engaging Content In Different Formats And Learn How To Distribute And Repurpose It Effectively
- Gain Practical Experience With Google Ads, Including Setting Up Campaigns, Selecting Keywords, And Writing Ad Copy
- Understand The Fundamentals Of Influencer Marketing And How To Utilize User-Generated Content For Brand Engagement
- Analyze And Interpret Marketing Analytics To Evaluate Campaign Performance And Refine Strategies
- Discover How To Establish A Freelance Business On Platforms Like Fiverr, Including Creating Service Listings And Managing Client Relationships



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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: Write a short essay (300-500 words) comparing traditional marketing methods with digital marketing strategies, highlighting the advantages of each

MODULE 2:

SOCIAL MEDIA MARKETING (SMM)

- Social Media Platforms Overview (Facebook, Instagram, Twitter, LinkedIn, Tiktok)
- Social Media Strategy & Content Planning

Task: Create a detailed content calendar for a month for a chosen brand on a social media platform, including post types and themes



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Course OUTLINES

MODULE 3:

SOCIAL MEDIA MARKETING (SMM)

- Building Social Media Campaigns
- Paid Advertising On Social Media
- Social Media Analytics & Reporting

Task: Develop a social media campaign proposal for a product launch, including objectives, target audience, content ideas, and metrics for success

MODULE 4:

INFLUENCER MARKETING & USER-GENERATED CONTENT

- Influencer Marketing Strategies
- Leveraging User-Generated Content

Task: Identify and analyze three influencers in a niche of your choice. Prepare a report on their engagement metrics and how they leverage user-generated content



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Course OUTLINES

MODULE 5: CONTENT MARKETING

- Importance Of Content In Digital Marketing
- Developing A Content Strategy
- Types Of Content (Blogs, Videos, Infographics, Podcasts)

Task: Create a content strategy for a small business, outlining goals, target audience, and types of content to be produced

MODULE 6: CONTENT MARKETING

- Content Creation Tools
- Repurposing And Distributing Content
- Content Marketing Metrics (Engagement, Conversion, Etc.)

Task: Use a content creation tool (like Canva etc) to design a piece of content and plan its distribution across various channels



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Course OUTLINES

MODULE 7:

INTRODUCTION TO GOOGLE ADS

- Overview Of Google Ads Platform
- How Google Ads Works: Auction & Bidding Process
- Understanding Different Campaign Types (Search, Display, Video, Shopping, App)

Task: Set up a mock Google Ads account and create a sample ad campaign, including keyword selection, ad copy, and budget allocation

MODULE 8:

FREELANCING ON FIVERR

- Introduction To Selling Services On Fiverr
- Overview Of Fiverr As A Freelancing Platform
- What Is Fiverr And How It Works
- Understanding Fiverr's Marketplace Structure
- Fiverr's Rating And Review System

Task: Create a Fiverr profile and draft three service listings, including gig descriptions, pricing, and promotional strategies



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