

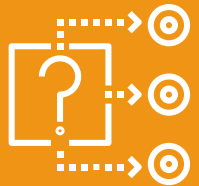


Digital Marketing

Engineer your Career as Digital Marketer
Signature Training by Qasim Nadeem

Problem identification requires critical thinking,
But solving a Problem just requires creative thinking_

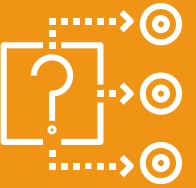
What is Course About?



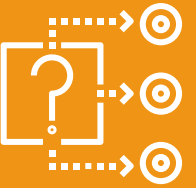
Digital Marketing is like breath to the businesses today, so its understanding gives you the highest place in the business world. Training is carefully designed to meet all the requirements of the Digital Marketer job role in the current marketplace.

The course also addresses the ECommerce trends so the digital marketer can help businesses to sell their products over the Internet. And the addition of WordPress let you fly solo in the freelancing market

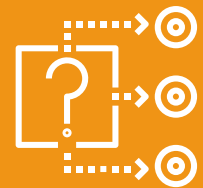
Participants Introduction



Digital Marketing Scope



Course Content





In-demand Skills for the Role of Digital Marketer

- Understanding of Marketing Concepts
- Digital Marketing [What & Why]
- Understanding Creatives
- Reels & Video Editing
- eCommerce Website Development using Shopify
- Social Media Marketing
- Email Marketing
- SEO



Marketing & Digital Marketing

- The Marketing?
- Marketing Process
- Digital Marketing?
- Facts about Traditional & Digital Marketing
- Inbound & Outbound Marketing
- Why we choose Digital Marketing?
- Digital Business Process – Marketing Perspective
- Digital Marketing Process
- Brand Creation & Visibility
- Visibility and its Types
- Converting traffic into leads
- Sales funnel
- Conversions
- Retention, Its Types & Importance
- Evaluation Performance via Tools



eCommerce Website Development using Shopify

- Planning eCommerce Store
- Product Hunting
- Product Sourcing
- Developing Shopify Store
- Theme Customization
- Product Listing and Collection Management
- Orders Management
- Integrating Store with Social Platforms



Graphics

- Images and Its Types
- Understanding Posts and Banners
- Canva's Hands-on Training



Videos & Video Editing

- Videos and Its Types
- Video Making Apps
- Basic Video Editing Hands-on



Social Media Marketing

- Facebook
 - Brand Creation
 - Social Sharing
 - Insights
 - Groups
 - Facebook Ads
 - Commerce Manager
- Instagram
 - Social Sharing
 - Insights
 - Instagram Ads
- YouTube
 - Channel Creation
 - Views
 - Subscribers
 - Youtube Ads



Search Engine Marketing

- Keyword Research
- Google Search Ads
- Display Ads
- Insights



Email Marketing

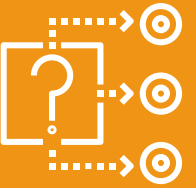
- Opt-in emails
- Selecting and configuring email networks
- Optimizing emails for success



SEO

- Introduction to SEO and Online Earning
- Search Engine Optimization
- Concepts of Off page and On Page
- Keyword Research
- Backlinks

Let's Dive into Course



Jazak'Allah

