**Certificate course in Digital Marketing**

March 14, 2022 – March 25, 2022 (2 weeks)

**Rationale:**

Changing in lifestyle have changed consumers buying habits, where most of the people now are shifting buying consumables online. After post pandemic most of the businesses shifted from traditional marketing strategies to digital marketing and. Digital marketing is providing equal opportunities to business grow and creating a lot of job opportunities for youth.

**Objectives:**

This course aims to provide participants with the knowledge about business advantages of digital marketing and its importance for marketing success, to develop a digital marketing plan, to get introduced to various digital channels, social media planning, creating WordPress websites.

**Course Content:**

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**Module 1: Introduction to Digital Marketing**

* Digital and Real Marketing
* Digital Marketing Channels
* Creating Initial Digital Marketing Plan

**Module 2: Social Media Marketing**

* What is Social Media Marketing
* Social media marketing channels
* Social Media business page set up
* Free and Paid Promotion

**Module 3: Creating a Social Media Post and Posting Ideas**

* Stories
* Images
* Videos
* Quizzes and polls
* Links
* Industry News
* Conversations

**Module 4: Building a Social Media Marketing plan**

* Why do you need a plan?
* Social Media Schedule
* Social Media Calendar
* Realistic Theme frame
* Responsibility and roles

**Module 5: Facebook and Instagram ad Tutorial**

* Creating ads
* Types of Ads
* Keyword Searching
* Audience selecting
* Poster placement
* Budget Planning
* Lead Form generation

**Module 6: Make a website**

* Website creating platform
* WordPress Platform
* How to make a website in 20 min
* How to Set up Business email
* Add Domain to Gmail
* SSL Certification

**Module 7: Email Marketing**

* Why market your business with email?
* Create a Free account with Mailchimp
* Email campaign with Mailchimp
* Email Analytics

**Module 8: Google My Business and Google AdWords**

* Set up Google My Business
* Google Ad words account

**Module 9: YouTube Marketing**

* YouTube marketing Keyword research
* YouTube channel
* Eye Catching thumbnail
* How to Monetize your YouTube channel

**Expected Outcome:**

At the end of this course, participants will be able to:

* Use social media Marketing for their Business
* Social media platforms and how they can be used.
* Master in social media and Google Ads