



# Professional Digital Marketing Course Outlines

## Courses Overview:

In simple terms, Digital Marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

## Course Objectives:

Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

## Prerequisite / Target Audience:

- No prior knowledge about marketing or digital marketing is required
- Basic knowledge need to Speak and write English
- Have broadband internet access
- Have basic PC skills and online access
- Be fully committed to Squared!

## Course Schedule:

| Class    | Topic   | Exercises  |
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| Class 01 | <b>Digital Marketing Orientation</b>                      | <ul style="list-style-type: none"> <li>• What is Digital Marketing?</li> <li>• Why Digital Marketing?</li> <li>• Traditional Vs. Digital Marketing</li> <li>• Digital Marketing Components.</li> <li>• Career in Digital Marketing.</li> </ul> <p><b>Assignment:</b> Create A HAND Written Class Notes</p>   |
| Class 02 | <b>Introduction to Facebook Marketing And Pages Setup</b> | <ul style="list-style-type: none"> <li>• What is Facebook Paid Marketing?</li> <li>• Why does your business need Facebook Marketing?</li> <li>• Facebook Advertising Policy Overview</li> <li>• Creating &amp; Optimizing Facebook Page</li> <li>• What Makes Your Facebook Page Professional?</li> </ul> <p><b>Assignment:</b> Create A Professional Facebook Page &amp; Research Advertising Policy Overview.</p>  |
| Class 03 | <b>Facebook Business Manager Account</b>                  | <ul style="list-style-type: none"> <li>• Creating a Facebook Business Manager Account.</li> <li>• What is Facebook Business Manager</li> <li>• Managing Your Business Manager Account.</li> <li>• Adding people to Business Manager for roles &amp; permissions.</li> <li>• Adding a Page to Facebook Business Manager Account</li> <li>• Facebook Ad Account Uses and Limitation.</li> <li>• Facebook Payment Gateway.</li> </ul> <p><b>Assignment:</b> Create Facebook Business Manager Account with all information</p> |
| Class 04 | <b>Facebook Ads Live Campaign And Ads Structure</b>       | <ul style="list-style-type: none"> <li>• Facebook Ads Campaign Structure</li> <li>• What is Ads Campaign</li> <li>• What is AD SET &amp; ADS</li> <li>• How to AD SET &amp; ADS Work</li> <li>• <u>Discuss About Campaign Objective</u></li> <li>• Run First Facebook Ad Campaign</li> </ul> <p><b>Assignment:</b> Run Your First Facebook Ads Campaign</p>  |
|          |   | <ul style="list-style-type: none"> <li>• Facebook Brand Awareness Ads Campaign</li> </ul>  |

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| Class 05 | <p align="center"><b>Advance Facebook Ads Campaign</b></p>                 | <ul style="list-style-type: none"> <li>• Facebook Page Like And Engagement Ads</li> <li>• Facebook Website Traffic Ads Campaign</li> <li>• Facebook Sales Ads Campaign</li> <li>• Single Image or Video Ads</li> <li>• Slideshow Ads</li> <li>• Carousel Ads</li> </ul> <p><b>Assignment:</b> Create Single Ads, Slideshow Ads, Carousel Ads And Page like engagement ads</p>   |
| Class 06 | <p align="center"><b>Facebook Detailed Targeting With Leads Ads</b></p>    | <ul style="list-style-type: none"> <li>• What is Detailed Targeting and why</li> <li>• Importance of detailed targeting</li> <li>• How Detailed targeting works</li> <li>• Advance Locations Targeting</li> <li>• Demographics, Interests and Behaviors Targeting</li> <li>• <b>Facebook Lead Collecting Ads</b></li> <li>• What is Leads Ads</li> <li>• Type of Leads Ads</li> <li>• Facebook Instant form creation For Leads Ads</li> <li>• Run A Lead Collecting Ads On Facebook</li> </ul> <p>• <b>Assignment:</b> Run Facebook Leads Ads Campaign with proper Detailed Targeting</p> |
| Class 07 | <p align="center"><b>Facebook Pixel - And E-commerce website setup</b></p> | <ul style="list-style-type: none"> <li>• What is E-commerce website</li> <li>• How to Setup E-commerce website</li> <li>• What is Server and How It Works</li> <li>• What is <b>WordPress</b></li> <li>• How to Install WordPress</li> <li>• The WordPress Dashboard</li> <li>• WordPress Theme and Plugins</li> <li>• E-commerce website setup</li> </ul> <p><b>Assignment:</b> Set up an E-Commerce website on your server for <b>Facebook Pixel</b></p>  |
| Class 08 | <p align="center"><b>Facebook Pixel - For E-commerce Data tracking</b></p> | <ul style="list-style-type: none"> <li>• What is Facebook Pixel and How It Works</li> <li>• Importance of Facebook Pixel And data Tracking</li> <li>• Facebook Pixel Setup On the Website</li> <li>• What Is Website Event And how it works</li> <li>• What is Event Tool and How it works</li> <li>• Understanding Standard And Custom Events</li> </ul>   |

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|          |   | <ul style="list-style-type: none"> <li>• Standard Event Setup By FB Event Tool</li> <li>• E-commerce Events Tracking Setup by Facebook Pixel</li> </ul> <p><b>Assignment:</b> Facebook Pixel Setup and Tracking<br/>Standard<br/>E-commerce Event</p>   |
| Class 09 | <b>Google Tag Manager For Advance Pixel Setup</b> | <ul style="list-style-type: none"> <li>• Advance Facebook Pixel Overview for All Websites</li> <li>• What is Google Tag Manager - <b>GTM</b></li> <li>• Understanding How GTM Works</li> <li>• GTM Account Creation</li> <li>• GTM Container Setup</li> <li>• GTM Admin Access</li> <li>• Understanding <b>Tag, Trigger, Variable</b></li> <li>• Setup Facebook Pixel by Google Tag Manager</li> <li>• Setup Standard &amp; events by gtm</li> <li>• Standard TAG Setup by E-commerce Tracking</li> </ul> <p>• <b>Assignment:</b> <b>GTM</b> Account And Container Setup, Facebook Pixel setup by GTM, STANDARD TAG setup by Google Tag Manager</p> |
| Class 10 | <b>Browser Side Tracking With GTM In-depth</b>    | <ul style="list-style-type: none"> <li>• Understanding Browser Side Tracking</li> <li>• Advance Custom Tag setup by gtm</li> <li>• Understanding Object data layer</li> <li>• Object data layer Setup on website</li> <li>• Data layer Variable setup</li> <li>• Dynamic Value Passing Process to the Event Manager</li> <li>• Standard and Custom Tag setup with Dynamic Ecommerce Value</li> <li>• Understanding the complete Tracking System</li> </ul> <p><b>Assignment:</b> Advance Tag Setup with Dynamic Value Passing to the Event Manager</p>  |
|          |   | <ul style="list-style-type: none"> <li>• What is Advantage catalogue And How it works</li> <li>• Importance of Meta Advantage Catalogue Ads</li> </ul>  |

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| Class 11 | <b>Facebook Ads for F-Commerce</b>                        | <ul style="list-style-type: none"> <li>• Create Meta Catalogue And Products Sets</li> <li>• Create Instant Experience Catalogue Ads</li> <li>• Setup Collection Or catalogue Ads For E-commerce</li> </ul> <p><b>Assignment:</b> Run A Catalogues Or Collection Ads Campaign</p>  |
| Class 12 | <b>Facebook sales Funnel, Ads Creative And Aida Model</b> | <ul style="list-style-type: none"> <li>• Facebook Sales <b>Funnel</b></li> <li>• Importance of Facebook sales Funnel</li> <li>• Understanding Facebook sales Funnel</li> <li>• Facebook Ads Creative Overview</li> <li>• How to Write Professional Ads Creative</li> <li>• AIDA Model Overview</li> <li>• How to Works AIDA</li> <li>• Write Ad Creative Using ChatGpt</li> </ul> <p><b>Assignment:</b> Writing a Ad Creative by AIDA Model</p> |
| Class 13 | <b>Facebook Audiences &amp; Remarketing</b>               | <ul style="list-style-type: none"> <li>• Creating Saved/Core Audience</li> <li>• Creating A Custom Audience for Retargeting</li> <li>• Creating Lookalike Audience</li> <li>• Creating a Audience from Meta Sources</li> <li>• Creating Special Ads Audience for Client requirements</li> </ul> <p><b>Assignment:</b> Creating custom Audience, Lookalike Audience &amp; Creating Meta Sources Audience</p>                                     |
| Class 14 | <b>Instagram Marketing</b>                                | <ul style="list-style-type: none"> <li>• Instagram Marketing Overview</li> <li>• Profile Setup and Customizations</li> <li>• Instagram Business Profile</li> <li>• Content Creation</li> <li>• Repost, Mention, Hashtags &amp; Stories</li> <li>• Reposting Method, Analytics</li> </ul> <p><b>Assignment:</b> Create a professional Instagram Account</p>  |
|          |   | <ul style="list-style-type: none"> <li>• Instagram Paid Marketing importance</li> <li>• Instagram Paid Marketing targeting</li> <li>• Instagram Paid Marketing</li> </ul>   |

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| Class 15 | Instagram Marketing Advance         | <ul style="list-style-type: none"> <li>Instagram Paid ads run</li> </ul> <p><b>Assignment:</b> Instagram Paid Ads Run.</p>  |
| Class 16 | Twitter Marketing                   | <ul style="list-style-type: none"> <li>Twitter Profile Setup &amp; Customization</li> <li>Twitter Niche &amp; Follower Hack</li> <li>Twitter Features</li> <li>Twitter Post, Hashtag, Mention &amp; Analytics</li> </ul> <p><b>Assignment:</b> Completed Twitter Profile Setup</p>                                      |
| Class 17 | Twitter Paid Marketing Advance      | <ul style="list-style-type: none"> <li>Understanding Twitter Ads</li> <li>Setup Twitter Ads Account</li> <li>Payment Method Add</li> <li>Targeting Twitter audience</li> <li>Run Twitter Ads</li> </ul> <p><b>Assignment:</b> Creating Twitter Ads</p>  |
| Class 18 | LinkedIn Marketing Account Setup    | <ul style="list-style-type: none"> <li>LinkedIn Overview</li> <li>Importance of LinkedIn profile</li> <li>Create a professional LinkedIn profile</li> <li>How to increase LinkedIn connection</li> <li>How to create a LinkedIn Business page</li> </ul> <p><b>Assignment:</b> Creating LinkedIn profile &amp; Page</p> |
| Class 19 | LinkedIn Marketing And Ads Campaign | <ul style="list-style-type: none"> <li>Understanding LinkedIn Ads</li> <li>Setup LinkedIn Ads Account</li> <li>Payment Method Add</li> <li>Targeting LinkedIn audience</li> <li>Run LinkedIn Ads</li> </ul> <p><b>Assignment:</b> Crating LinkedIn Ads for Buyer Requirement</p>  |
|          |                                     | <ul style="list-style-type: none"> <li>Job Hunting requirements</li> <li>Job Hunting Guidelines</li> </ul>  |

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| Class 20 | <b>Get Ready For Job Hunting</b> | <ul style="list-style-type: none"> <li>• Cv or Resume Building Guidelines</li> <li>• Facebook Page</li> <li>• Facebook Group</li> <li>• Instagram Account</li> <li>• Twitter Account</li> <li>• linkdin Account</li> <li>• Personal brand Website</li> <li>• <b>Assignment:</b> Build Your necessary job hunting Resources</li> </ul>                      |
| Class 21 | <b>Understanding Google Ads</b>  | <ul style="list-style-type: none"> <li>• Overview of Google Ads</li> <li>• Creating a Google Ads Account</li> <li>• Google Ads Account Access &amp; Security</li> <li>• Configure and Manage Account Alerts, Announcements &amp; Notifications</li> <li>• Billing &amp; Payment methods</li> </ul> <p><b>Assignment:</b> Creating a Google Ads Account</p> |

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| Class 22 | <b>Creating Google PPC Ads Campaign</b>                         | <ul style="list-style-type: none"> <li>• Breaking down the difference between search(PPC), display &amp; Video Ads campaign</li> <li>• Plan a Google Ads Campaign</li> <li>• Create Campaigns &amp; Configure Campaign Settings</li> <li>• Create and Configure Ad Groups, Ads &amp; Keywords</li> <li>• Managing Bidding &amp; Budgets</li> </ul> <p><b>Assignment:</b> Create a campaign with ads types</p>   |
| Class 23 | <b>Keywords Research, Ad Groups &amp; Targeting For PPC Ads</b> | <ul style="list-style-type: none"> <li>• Research Keywords with the Google Keyword Planner</li> <li>• Keywords type for PPC Ads</li> <li>• Configure Ad Groups &amp; Keywords</li> <li>• Explore &amp; understand negative keywords</li> <li>• Configuring Language &amp; Location Targeting</li> <li>• Device specific targeting – Mobile, Tablet &amp; Desktop</li> </ul> <p><b>Assignment:</b> Keywords Research with Keyword Types and customer targeting</p> |
| Class 24 | <b>PPC Ads &amp;, Advance kw &amp; Extensions Setup</b>         | <ul style="list-style-type: none"> <li>• Comparing the different keywords match types: Broad, Phrase And Exact Match</li> <li>• Writing effective ad copy</li> <li>• Learn and use Basic of Ad extensions</li> <li>• Create Ads with Extensions that Provide</li> </ul>   |

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|          |  | <p>Information</p> <ul style="list-style-type: none"> <li>• Create Ads with Automated Extensions</li> </ul> <p><b>Assignment:</b> Creating effective ad copy &amp; Add ads extension.</p>   |
| Class 25 | <b>Creating a Display Network Campaign &amp; Targeting</b> | <ul style="list-style-type: none"> <li>• Plan &amp; Create a Display Network Campaign</li> <li>• Target by Audience (Automated &amp; Manual)- Keywords, Topic &amp; Demographics</li> <li>• Target Campaigns by Device Type</li> <li>• Create a Responsive Display Ad</li> <li>• Placement Ads Targeting on Website, Mobile Apps &amp; YouTube</li> <li>• Affinity &amp; In-market audience targeting</li> <li>• Custom audience targeting and Run Ads</li> </ul> <p><b>Assignment:</b> Creating a Display Network Campaign</p> |
| Class 26 | <b>Video Ads on YouTube &amp; Across the Web</b>           | <ul style="list-style-type: none"> <li>• Understanding Video/YouTube Ads</li> <li>• Shippable in-stream ads</li> <li>• Bumper ads</li> <li>• Non-shippable in-stream</li> <li>• Out stream ads</li> <li>• Ad sequence with shippable in-stream ads, non-shippable in-stream ads, bumper ads</li> </ul> <p><b>Assignment:</b> Creating Video Ads on YouTube with targeting.</p>  |
| Class 27 | <b>Google Ads Remarketing</b>                              | <ul style="list-style-type: none"> <li>• Understanding Google Tag Manager</li> <li>• Setting up Remarketing code using Google Tag Manager</li> <li>• Developing Google Ads Remarketing audiences with Google Analytics</li> <li>• How to build an effective Display Remarketing campaign</li> <li>• Display &amp; Dynamic remarketing best practice</li> </ul> <p><b>Assignment:</b> Creating a campaign using remarketing audiences.</p>   |
| Class 28 | <b>Optimizing Campaigns Guidelines</b>                     | <ul style="list-style-type: none"> <li>• Optimize Landing Pages for Quality Score</li> <li>• Optimize Bidding Performance</li> <li>• Optimize Budgets</li> <li>• Automate Google Ads Campaign Using Rules</li> <li>• Optimize Campaign Configuration for Conversions</li> </ul> <p><b>Assignment:</b> Optimize minimum 01 exciting ads.</p>   |



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| Class 29 | <b>Advanced Google Ads Features</b>                                   | <ul style="list-style-type: none"> <li>• Optimize Ad Delivery</li> <li>• Create Google Dynamic Ads (Dynamic Search &amp; Display Ads)</li> <li>• Implement Keyword Insertion</li> <li>• Implement Campaign Drafts &amp; Experiments</li> </ul> <p><b>Assignment:</b> Create Google Dynamic Ads</p>   |
| Class 30 | <b>Setup Conversion Tracking, Analyzing &amp; Measure Performance</b> | <ul style="list-style-type: none"> <li>• Setting up Conversion Tracking with Tag Manager</li> <li>• Understanding Google Analytics</li> <li>• Link Google Ads to Google Analytics</li> <li>• Measure Google Ads Campaign Success(ROI)</li> <li>• Analyze Campaign Performance &amp; Optimize Ads</li> <li>• Track Conversions</li> <li>• Create Reports in Google Ads</li> </ul> <p><b>Assignment:</b> Ads Setup Conversion Tracking with Tag Manager.</p> |
| Class 31 | <b>Google Tag Manager For Shopify</b>                                 | <ul style="list-style-type: none"> <li>• What is Shopify And How It Works</li> <li>• Understanding Shopify Platform</li> <li>• Install Google Tag Manager on Shopify</li> <li>• Understanding Shopify GTM Data Layer</li> <li>• Setup Data Layer on Shopify Checkout page for purchase tracking.</li> </ul> <p><b>Assignment:</b> Setup Data Layer on Shopify Checkout page for purchase tracking</p>  |
| Class 32 | <b>Google Analytics 4 (GA4)-01</b>                                    | <ul style="list-style-type: none"> <li>• Understanding Google Analytics 4 (GA4 )</li> <li>• Install Google Analytics 4 (GA4) on WordPress Site with Google Tag Manager</li> <li>• Understanding Google Analytics 4 (GA4) for Ecommerce Tracking</li> </ul> <p><b>Assignment:</b> Install Google Analytics 4 (GA4) on WordPress site.</p>   |
| Class 33 | <b>Google Analytics 4 (GA4)-2</b>                                     | <ul style="list-style-type: none"> <li>• Setup Google Ads Conversion with dynamic purchase value tracking on WordPress.</li> <li>• Importance of Conversion Tracking for Google Ads.</li> <li>• Advanced Ecommerce Tracking-Implement</li> <li>• Conversion Tracking for Shopify store</li> </ul> <p><b>Assignment:</b> Setup Google Ads Conversion with dynamic purchase value Tracking</p>   |
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| Class 34 | <b>Setup Facebook Pixel on Shopify</b>                       | <ul style="list-style-type: none"> <li>• Install base code on Shopify website</li> <li>• Setup Facebook Purchase event with dynamic value tracking.</li> <li>• Shopify Facebook Ads Remarketing Guidelines</li> </ul> <p><b>Assignment:</b> Setup Facebook Purchase event with dynamic value tracking.</p>  |
| Class 35 | <b>Email Marketing Concept</b>                               | <ul style="list-style-type: none"> <li>• Concept of Email marketing</li> <li>• Hubspot Overview</li> <li>• Hubspot Importance</li> <li>• Hubspot Emplement</li> </ul> <p><b>Assignment:</b> Hubspot Emplement and marketing strategy</p>  |
| Class 36 | <b>Digital Marketing Assessment - Facebook Ads Expertise</b> | <ul style="list-style-type: none"> <li>• Facebook Advertising Expertise</li> <li>• Facebook Ads And Web Analytics Expertise</li> <li>• Facebook Ads Conversion Api Expertise</li> <li>• Facebook Ads Expert - Primary Assessment</li> <li>• Facebook Ads Expert - Intermediate Assessment</li> <li>• Facebook Ads Expert - Advanced Assessment</li> </ul> <p>• <b>Assignment:</b> All are live Assessment</p> |
| Class 37 | <b>Facebook Conversion API - Part - 1</b>                    | <ul style="list-style-type: none"> <li>• Google Tag Manager &amp; How it works</li> <li>• Tag manager Setup</li> <li>• Tag, Trigger, Variable Advance</li> <li>• Install GTM on a WordPress Website</li> <li>• Website Event Setup by GTM</li> </ul> <p>• <b>Assignment:</b> Browser Side Tracking Setup</p>  |
| Class 38 | <b>Facebook Conversion API - Part - 2</b>                    | <ul style="list-style-type: none"> <li>• What is Server-side tracking &amp; How it works</li> <li>• What is Facebook Conversion API</li> <li>• GTM Server Container using Stape</li> <li>• Setup Event for Stape Server</li> <li>• Connect GTM Web container to GTM Server Container</li> </ul>   |

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|          |   | <ul style="list-style-type: none"> <li>• Setup Facebook Conversion API in GTM Server side</li> </ul> <p><b>Assignment: Setup</b> Conversion API Setup</p>   |
| Class 39 | <b>Facebook Conversion API - Part - 3</b> | <ul style="list-style-type: none"> <li>• Server Side Tracing Complete Overview</li> <li>• Why Need Server Side Tracing</li> <li>• Working Scope For Server Side Tracing</li> </ul> <p><b>Assignment:</b> Complete Server Side tracking</p>  |
| Class 40 | <b>Discussion Class</b>                   | <ul style="list-style-type: none"> <li>• Facebook Ads Specialist</li> <li>• Google Ads Specialist</li> <li>• Youtube Ads Specialist</li> <li>• Web Analytics And Data Tracking Specialist</li> <li>• Fullstack Digital Marketing Specialists</li> </ul> <ul style="list-style-type: none"> <li>• <b>Assignment:</b> Create some professional CV or resume for Job Market</li> </ul> |
| Class 41 | <b>Freelancing Class 01</b>               | <ul style="list-style-type: none"> <li>• Fiverr overview</li> <li>• Account Creation</li> <li>• Fiverr GIG Research</li> <li>• Fiverr Service Research</li> </ul> <ul style="list-style-type: none"> <li>• <b>Assignment:</b> Research Your Expertise for Fiverr Marketplace</li> </ul>   |
| Class 42 | <b>Freelancing Class 02</b>               | <ul style="list-style-type: none"> <li>• Fiverr GIG Creation</li> <li>• Gig TITLE And SEO Title</li> <li>• Gig Description</li> <li>• Fiverr Gig thumbnail</li> <li>• Fiverr GIG Uploading 100%</li> </ul> <ul style="list-style-type: none"> <li>• <b>Assignment:</b> Create 7 Gig for your fiverr Seller Account</li> </ul>   |
| Class 43 | <b>Freelancing Class 03</b>               | <ul style="list-style-type: none"> <li>• Fiverr Gig Terms And Conditions</li> <li>• Fiverr Message formatting</li> <li>• Fiverr Notification</li> </ul> <p><b>Assignment:</b> Fiverr Marketplace Analysis</p>   |
| Class 44 | <b>Freelancing Class 04</b>               | <ul style="list-style-type: none"> <li>• Fiverr Order Delivery Process</li> <li>• Fiverr Resolution Center</li> <li>• Fiverr Levels and Opportunity</li> </ul> <ul style="list-style-type: none"> <li>• <b>Assignment:</b> Fiverr Gig Analytics</li> </ul>  |

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| Class 45 | <b>Freelancing Class 05</b>              | <ul style="list-style-type: none"> <li>• Fiverr Gig Ranking</li> <li>• How to get First Order On Fiverr</li> <li>• Fiverr Gig And Service Marketing</li> <li>• Important Fiverr Guidelines</li> </ul> <p><b>Assignment:</b> 30 Days Job hunting challenge</p>   |
| Class 46 | <b>Freelancing Class 06<br/>(Upwork)</b> | <ul style="list-style-type: none"> <li>• Upwork Overview</li> <li>• Account Creation</li> <li>• Upwork Portfolio Add</li> <li>• Upwork Profile Completeness</li> <li>• Making Professional Cover Letter</li> <li>• Upwork Career Guidelines</li> <li>• <b>Assignment:</b> Research, Analysis And Create Your Upwork Profile Professionally</li> </ul> |
|          | <i>The journey end Here</i>              | -----   |

### Outcome:

**At the end of the course participants will be able to**

- Online & Offline Data-Driven Digital Marketing
- How do you earn money through Data Digital Marketing?
- Competitive Analysis for Smarter Marketing.
- You will learn how to use dozens of proven data digital marketing strategies.
- You will learn how to use all of the most popular social media platforms to grow your business.
- You will see tangible results by taking action throughout the entire course.
- You will increase conversions and sales with real world techniques.
- You will improve your brand identity and grow your brand's audience.