One-Month Digital Marketing Course Syllabus

Class Days: Friday, Saturday, Sunday

Class Mode: Online (Google Meet)

Class Duration: 1.5 - 2 hours per session

Trainer: Farrukh Mehmood

Total Sessions: 12 Classes

# Week 1 – Foundation & SEO

## Class 1 – Introduction to Digital Marketing & Blogging

* • What is Digital Marketing
* • Types of Digital Marketing Channels
* • Blogging: Importance & Use in SEO
* • Setting Up a Blog (WordPress/Blogspot)
* • Keyword research basics for blogs

## Class 2 – SEO (Search Engine Optimization) – On-Page SEO

* • What is SEO?
* • On-Page SEO Techniques
* • Meta Tags, H1-H6, Alt Tags, Internal Linking
* • Keyword Placement & Optimization
* • Tools: Ubersuggest, Google Keyword Planner

## Class 3 – Off-Page SEO & Technical SEO

* • Backlink Building Techniques
* • Guest Posting, Forums, Social Bookmarking
* • Technical SEO Basics (Sitemap, Robots.txt, Page Speed)
* • Google Search Console Setup

# Week 2 – Social Media Marketing & Meta Ads

## Class 4 – Meta Business Suite & Social Media Management

* • Setting up Meta Business Suite
* • Scheduling Posts, Messaging, Insights
* • Content Planning for Instagram & Facebook
* • Tools: Canva, Buffer, Creator Studio

## Class 5 – Meta Business Manager & Meta Ads

* • Creating Meta Business Manager
* • Connecting Ad Account, Page & Pixel
* • Introduction to Meta Ads
* • Objectives: Awareness, Traffic, Conversion

## Class 6 – Meta Ads Campaign Structure & Practical Ads Creation

* • Campaign, Ad Set & Ad level
* • Audience Targeting
* • Budgeting & Placements
* • Hands-on: Creating a Lead Generation or Traffic Campaign

# Week 3 – Google & LinkedIn Marketing

## Class 7 – Google Ads Fundamentals

* • Google Ads Overview
* • Search Ads vs Display Ads
* • Keyword Match Types & Ad Rank
* • Setting up a Search Campaign

## Class 8 – Google Ads Advanced & YouTube Ads

* • Conversion Tracking & Remarketing
* • Display & Video Campaigns (YouTube Ads)
* • Google Ads Policies & Best Practices

## Class 9 – LinkedIn Marketing & LinkedIn Ads

* • Optimizing LinkedIn Profile for Marketing
* • Company Page Setup
* • Content Strategy for LinkedIn
* • Running LinkedIn Ads (Campaign Manager Overview)

# Week 4 – Branding, YouTube & Analytics

## Class 10 – YouTube Marketing & Branding

* • Optimizing YouTube Channel
* • Video SEO (Title, Description, Tags, Thumbnails)
* • Content Strategy for Engagement
* • Branding Basics – Visual Identity, Brand Voice

## Class 11 – Analytics & Reporting

* • Google Analytics Setup & Reports
* • Understanding Audience Behavior
* • UTM Parameters
* • Reporting Dashboards (Google Data Studio Basics)

## Class 12 – Final Class: Strategy, Tools & Q/A

* • Creating a 30-Day Digital Marketing Plan
* • Tools Overview (Meta Ads, Google Ads, Analytics, Canva, SEMrush)
* • Q/A Session, Career Guidance
* • Certification & Course Completion

# Outcome of the Course

* • Launch Meta and Google Ad campaigns
* • Optimize websites and blogs for SEO
* • Manage professional social media accounts
* • Analyze and report campaign performance
* • Understand digital branding and positioning
* • Build a career or grow a business online