

Digital Marketing | Skill IT INS.

- আমাদের কোর্স আউটলাইন

Digital Marketing Course Outline

Foundation Class

01	Orientation and Brief Dictation on Deferent Marketplace
02	E-mail Create and Full Setup, E-mail Check, E-mail Extension, E-mail Signature, Video Download, Byer Agreement form Create.
03	Online Office Word Google Docs Part-I
04	Online Office Word Google Docs Part-II
05	Review and Question Solve
06	Online Office Word / Google Sheet Part-I
07	Online Office Word / Google Sheet Part-II
08	MS Office PowerPoint / Google Slides
09	Basic to Advanced Canva Design
10	Review and Question Solve
11	Social Media Management
12	Final Exam

Advanced Digital Marketing

Facebook Marketing- Total Class – 20

01	Sales Cycle Basic + Business Model (Related with Facebook Ad);
02	Introduce with Facebook Ads Manager;
03	Introduce with Facebook Ads Campaign;
04	Introduce with Ads Budget & Detailed Targeting;
05	Facebook Page Like/ Promote Ads create from Facebook Page & Ads Manager;
06	Facebook Post Engagement Ads create from Facebook Page & Ads Manager;
07	Facebook Message Ads create from Facebook Page & Ads Manager;
08	Facebook Website Traffic Ads create from Facebook Page & Ads Manager;
09	Facebook Instant/ Lead ADs form create from Meta Business Suite;
10	Facebook Lead Generation Ads create from Facebook Page & Ads Manager;
11	Facebook Calls Ads create from Facebook Page & Ads Manager;
12	Facebook Brand Awareness & Reach Ads create from Ads Manager;
13	Facebook Video Views & Reels Ads create from Ads Manager;
14	Facebook App Promotion/ Install Ads create from Ads Manager;
15	Facebook Event Response Ads create from Ads Manager;
16	Facebook Sales Ads create from Ads Manager;
17	Business Account create & Setup;
18	Introduce with Basic Business Account Tools & Business Ads Manager;
19	Facebook Ads Manager & Ads management guidelines & Tricks;
20	Final/ Conclusion Class.

E-mail marketing – Class 04

21	Understanding Email Marketing	22	Creating and sending a High-Performing Email
23	Outlining & Analyzing the design of your Marketing Emails	24	Testing Your Marketing Emails & Developing Relationships with Lead Nurturing

Marketplace

24	Account Create & Profile Information Setup;	25	Gig Create & Setup;
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26	Job Offer Sending and Proposal Create;	27	Fiverr Account Create and Setup
28	Fiverr Gig published	29	Skill Test and Account Verification
30	Other Marketplace Account Create	31	Local Marketplace

Lead Generation: Class-8

32	Lead Generation Part-I	33	Lead Generation Part-II
34	Lead Generation Part-III	35	Lead Generation Part-IV
36	Lead Generation Part-IV	37	Lead Generation Part-VI