

Digital Marketing – Freelancing in Details Syllabus

<p>1st Class</p>	<p>Topic: Basic of Digital Marketing</p> <p>What is Digital Marketing? What is Freelancing? Introduction to Freelancing Marketplace (Fiverr & Upwork) What is Email Marketing? What is Social Media Marketing Learn about YouTube Ads Google Ads/Ad Words What is SEO? International Banking (Payoneer, Paypal, Xoom) How to earn money from Digital Marketing?</p> <p>Practice session: Landing page Creation & Design with Canva</p>
<p>2nd Class</p>	<p>Topic: Social Media Marketing (Facebook & Instagram Ads) 1st class</p> <p>Part 01: Theory</p> <p>Organic and Paid Marketing Strategy What is an Ads Manager? Facebook Boosting Different types of Facebook Ads (Awareness, Consideration & Conversion) What is a Business Manager? Payment and Access procedure Learn about Facebook Ad Policy</p> <p>Part 02: Practice Session</p> <p>Engagement ads How to create a “Page like” advertisement Ad scheduling Budget optimization Placement selection Targeting proper Audience Content Writing suggestion What are “Special Ad Category” ads on Facebook? Facebook Post Boosting using Engagement ads</p>
<p>3rd Class</p>	<p>Topic: Social Media Marketing (Facebook & Instagram Ads) 2nd class</p> <p>Practice Session: Lead Generation & Message Campaign (Introduction to Funnel)</p> <p>Lead generation ad How to create a funnel Ad scheduling How to collect Leads? Message Ads Campaign</p>

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	<p>Creating Chabot (Automated Message Reply) How to create more than 1 Ad set/Ad in a single Campaign Ad Copy Writing</p>
4 th Class	<p>Topic: Social Media Marketing (Facebook & Instagram Ads) 3rd class</p> <p>Practice Session: Traffic, Video Views, App Installation & Awareness Ads Campaign</p> <p>Traffic Ads Campaign How to generate Traffic for your Website? Brand Awareness & Reach Campaign (Reach your Ads to maximum People) Video Ads Campaign (Thru play & 2 Second Video ad) App Installation Ads Campaign (Increase App Installation)</p> <p>Practice Session Part 02: Facebook Business Manager</p> <p>How to create a Facebook Business Manager? How to create more Ad Accounts in a Business Manager? How to add a Facebook page, Instagram & WhatsApp Accounts in a Business Manager? How to Verify a Business Manager? How to sell Verify a Business Manager? How to solve Disable Ad Accounts?</p>
5 th Class	<p>Topic: Social Media Marketing (Facebook & Instagram Ads) 4th class</p> <p>Practice Session: Conversion Ads (Pixel Setup, Retargeting & Custom Audience)</p> <p>How to create a Conversion Ads Campaign? What is Pixel? How to connect pixels with a website? Retargeting ads (Facebook Sources & Website) Custom Audience Setup Catalog ads Campaign Facebook Commerce Manager (Adding Products in your FB & Instagram Shop)</p> <p>Practice Session Part 02: Shopify Facebook & Instagram Ads</p> <p>Connect Facebook Pixel with Shopify Store Adding products from Shopify store to Facebook shop Bulk Product upload into the Facebook shop Conversion & Catalog sales ads campaign creation for Shopify Store</p>
6 th Class	<p>Topic: Fiverr Account Creation</p> <p>Practice Session:</p>

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	<p>Fiverr gig creation A to Z How to verify Fiverr account? What is Gig marketing? How to Rank a Gig? On Page SEO application on Gig How to send buyer requests properly? How to write an awesome proposal? How to start working on fiverr? Account Verification How to start conversation with buyer step by step guidance</p>
7 th Class	<p>Topic: Search Engine Marketing 1st class</p> <p>Practice Session Part 01: Introduction to Google Ads</p> <p>How to create Google Ads account About Keyword Planner Google PPC,CPC Campaign Google Analytics Different Types of Google Ads Billing method Ad Account Access</p> <p>Practice Session Part 02: YouTube Paid Ads (Skippable,Non-Skippable & Bumper ad)</p> <p>Skippable ad campaign (User can skip this type of ads after 5 seconds) Non-Skippable ad campaign (6 seconds or less than 15 Seconds) Bumper ad campaign (0 to 6 seconds) Increase your YouTube Video view and & Subscriptions</p>
8 th Class	<p>Topic: Search Engine Marketing 2nd class</p> <p>Practice Session: Google Search, Display and other Campaigns</p> <p>Create a Google Display campaign step by step guidance Create a Google Search campaign step by step guidance Smart & Discovery Ads Conversion and pixels with Tag Manager Google Analytics Google Trend And others</p>
9 th Class	<p>Topic 01: Google My Business (Local SEO)</p> <p>Practice Session 01:</p> <p>What is Local SEO?</p>

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	<p>How does SEO/local SEO improve my business? Google Listing Adding your Business in Google Map Optimization of your Business in Search Engine Verification process</p> <p>Topic 02: Mail Chimp Email Marketing</p> <p>Practice Session 02:</p> <p>How to create a Landing page How to create Email template Adding custom audience Import & Export Contacts Sending bulk Email</p>
10 th Class	<p>Topic: SEO Content Writing and YouTube SEO</p> <p>Theory: Content Writing Basic</p> <p>What is Content? Types of Content Content writing rules Why is Content the king of Digital Marketing?</p> <p>Practice: Content Writing</p> <p>What is a Keyword? Why do you need Keyword Research? Keyword Research Free Tools Plagiarism Check How to make SEO Optimized Content? Where to write Contents?</p> <p>Topic: YouTube SEO</p> <p>Why is YouTube SEO important? How to rank a video? YouTube Analytics How SEO Optimized Content related to YouTube SEO? Tag/Meta Tag Title Writing Description Writing</p>
11 th Class	<p>Topic: Upwork Verified Account Creation</p> <p>How to create Upwork Verified Account from Bangladesh Step by step Guidance How to Bid in a proposal How to write an awesome proposal?</p>

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	<p>How to purchase connects Upwork Project Payment method adding instructions How to start conversation with buyer step by step guidance</p> <p>Topic: How to create a Payoneer Bank Account?</p> <p>How to Receive money from Fiverr & Upwork? Linking the Payoneer Bank Account with Fiverr Global Payment System Address Verification How to Send & Receive Money from Payoneer outside the Marketplace? Payoneer Bank Account creation Step by Step</p>
12 th Class	<p>Topic: Live Project</p> <p>How to start your Own Business How to approach local clients How to start working as a Digital Marketing Expert in Bangladesh or Internationally How to use LinkedIn professionally to find clients outside Marketplace</p>