

# Empoweric Trainings

## Advance Training in Digital Marketing with Business Implementation

### Course Overview

- Duration: 7 Weeks + 15 days Internship (5 days a week)
- Class Duration: 1-2 hours daily
- Target Audience: Beginners to intermediate marketers, small business owners

### Introduction to Digital Marketing

- **Day 1: Understanding Digital Marketing**
  - Definitions, Importance, and Benefits
  - Overview of Digital Marketing Channels
  - SEO, SEM, Social Media, Email, and Content Marketing
  - Current Trends and Consumer Behaviour
- **Day 2: Setting SMART Goals and Objectives**
  - Aligning Business Goals with Digital Marketing
  - Essentials of a Digital Marketing Website (Importance, structure, and key elements)
  - Overview of WordPress and other platforms
- **Day 3: Creating a Content Strategy**
  - Planning and organizing content effectively
  - Types of content and their benefits
  - Tips for writing engaging blogs and articles
  - Infographics, videos, and images
- **Day 4: Introduction to Social Media Marketing**
  - Understanding social media marketing: definitions and importance
  - Overview of Facebook, Instagram, Twitter, LinkedIn, TikTok, and more
  - Current trends in social media
  - Analyzing audience behaviour and demographics
- **Day 5: Creating Your Social Media Strategy**
  - Setting objectives and goals
  - Identifying target audience and buyer personas
  - Matching platforms to business goals and target audiences
  - Setting Up Social Media Accounts (Facebook, Insta, LinkedIn, TikTok etc.)
  - Best practices for creating profiles on different platforms
  - Adding brand elements, bios, and contact information
- **Day 6: Understanding Different Content Types**
  - Text, images, videos, stories, and live content

- Importance of visual content and graphics
- Writing engaging captions and posts
- Tips for storytelling and brand voice
- Planning and scheduling posts
- Tools for content calendar creation (e.g., Trello, Hootsuite)
- **Day 7: Creating Visual Content (Practicing till End)**
  - Tools for graphic design (Canva, Adobe Spark)
  - Best practices for images and videos
- **Day 8: Engagement and Advertising on Social Media**
  - Determine what you want to achieve (e.g., brand awareness, lead generation, sales).
  - Set clear, measurable goals (e.g., increase website traffic by 20% in a month).
  - Analyze your ideal customers and create buyer personas.
  - Use demographic, geographic, psychographic, and behavioural factors to define your audience.
  - Select platforms that best reach your target audience (e.g., Google Ads, Facebook, Instagram, YouTube).
  - Consider the type of ad format suitable for your campaign (e.g., search ads, display ads, video ads).
  - Analyze competitors' ads and strategies.
- **Day 9: Advertising on Social Media**
  - Use keyword research tools to identify relevant keywords and topics for your campaign.
  - Determine how much you are willing to spend on the campaign.
  - Decide on daily/monthly spending limits and bidding strategies.
  - For Text Ads: Write attention-grabbing headlines and clear calls to action (CTAs).
  - For Visual Ads: Design engaging images or videos that resonate with your audience.
  - Ensure consistency with your brand message and values.
- **Day 10: Running Effective Social Media Ad Campaigns**
  - Create dedicated landing pages that align with your ad content.
  - Ensure the landing pages are optimized for conversions (e.g., easy navigation, clear CTAs, relevant content).
  - Use tracking tools (e.g., Google Analytics, UTM parameters) to monitor ad performance.
  - Set up conversion tracking to measure the actions users take after clicking your ads.
  - Review all campaign settings (budget, targeting, ad creatives) before going live.
  - Monitor the initial stage of the campaign closely for any immediate issues.

- **Day 11: Running Effective Social Media Ad Campaigns**
  - Continuously track key performance indicators (KPIs) such as impressions, clicks, conversions, and return on ad spend (ROAS).
  - Use the platform's analytics tools to gain insights into performance.
  - Analyze the data collected to identify strengths and weaknesses.
  - Test different ad variations (A/B testing) and adjust targeting based on results.
  - After the campaign ends, conduct a comprehensive analysis.
  - Compare results against initial objectives and KPIs.
  - Gather learnings for future campaigns.
- **Day 12: Introduction to Email Marketing**
  - Importance and benefits of email marketing
  - Building an Email List (Strategies for effective list building)
  - Crafting Effective Email Campaigns (Writing compelling email content and subject lines)
  - Analyzing Email Marketing Metrics (Understanding opens, clicks, and conversions)
- **Day 13: Influencer Marketing (Advanced Strategies and Trends)**
  - Understanding influencer partnerships
  - Finding and collaborating with influencers
  - Social Media Crisis Management
  - Handling negative comments and crises
  - Best practices for maintaining brand reputation
- **Day 14: SEM (Search Engine Marketing)**
  - What is SEM?
  - Definition and scope
  - Difference between SEM and SEO
  - The role of search engines in marketing
  - Benefits of paid search advertising
  - How Search Engines Work
  - Crawling, indexing, and ranking
  - Introduction to search Engines (Google, Bing, Yahoo, and others)
- **Day 15: Introduction to Google Ads**
  - Understanding the Google Ads ecosystem (Search, Display, Shopping, and Video)
  - Importance of Google Ads in digital marketing
  - Creating a Google Ads Account
  - Step-by-step guide to setting up an account
  - Navigating the Google Ads interface

- Understanding Ad Campaign Types
- Overview of different campaign types and their objectives
- **Day 16: Keyword Research and Ad Creation in Google Ads**
  - Keyword Research (Importance of Keywords in SEM)
  - Tools for Keyword Research
  - Google Keyword Planner, SEMrush, Ahrefs
  - Long-tail vs. short-tail keywords
  - Using Google Keyword Planner for effective keyword selection
  - Understanding keyword match types (broad, phrase, exact)
- **Day 17: Ad Creation in Google Ads**
  - Creating Effective Ads
  - Writing compelling ad copy
  - Ad extensions and their benefits
  - Setting Up a Campaign
  - Step-by-step process to create a Google Ads campaign
  - Budget allocation and bidding strategies
- **Day 18: Monitoring and Optimizing Google Ads**
  - Understanding Metrics and Analytics
  - Key performance indicators (KPIs) to track (CTR, CPC, conversions)
  - How to read and interpret Google Ads reports
  - A/B Testing for Ads
  - Setting up A/B tests for ad variations
  - Analyzing test results for optimization
  - Making Adjustments
  - Best practices for optimizing ad performance
  - Tips for refining targeting and ad copy
- **Day 19: Introduction to YouTube Ads**
  - Overview of YouTube Advertising
  - Different ad formats (TrueView, Bumper Ads, Non-Skippable Ads)
  - Understanding the YouTube Ads ecosystem
  - Setting Up a YouTube Ads Account
  - Linking your Google Ads account to YouTube
  - Navigating the YouTube Ads interface
  - Creating YouTube Video Ads
  - Best practices for creating engaging video content
  - Understanding YouTube video ad specifications

- **Day 20: Monitoring and Optimizing YouTube Ads**
  - YouTube Analytics and Metrics
  - Key metrics to track (views, impressions, CTR, engagement)
  - Understanding the YouTube Analytics dashboard
  - A/B Testing for Video Ads
  - Techniques for testing different video versions and targeting
  - Measuring the success of video ad campaigns
- **Day 21: Understand the Fundamentals of Affiliate Marketing**
  - Learn how affiliate marketing works: Revenue-sharing model where affiliates earn commissions for promoting a product or service.
  - Familiarize yourself with key terms (e.g., affiliate links, tracking cookies, pay-per-click).
  - Choose a Niche - Select a specific niche based on your interests, expertise, and market demand.
  - Ensure the niche has sufficient audience size and potential for monetization.
  - Identify the Right Affiliate Programs
  - Research and choose reputable affiliate programs that align with your niche.
  - Consider programs like Amazon Associates, ShareASale, Commission Junction, or those of individual companies.
- **Day 22: Fundamentals of Affiliate Marketing**
  - Sign Up for Affiliate Programs
  - Complete the application process for chosen affiliate programs.
  - Review the program terms, commission rates, and payment structures.
  - Build an Online Presence
  - Create a website, blog, or social media profile focused on your niche.
  - Develop high-quality content that provides value to your audience (e.g., reviews, tutorials, comparisons).
  - Create Quality Content
  - Write engaging and informative articles or posts that incorporate affiliate links naturally.
  - Use various content types, such as blog posts, videos, podcasts, and social media content.
- **Day 23: Affiliate Marketing**
  - Add affiliate links to your content where appropriate.
  - Use anchor text, buttons, and banners to promote affiliate products effectively.
  - Implement SEO strategies to improve organic search visibility.

- Utilize social media marketing, email marketing, and paid advertising to attract traffic.
- Engage with Your Audience
- Build relationships with your audience through comments, emails, and social media interactions.
- Respond to feedback and create a community around your content.
- Track Performance
- Monitor your affiliate link performance using tracking tools provided by the affiliate program.
- **Day 24: Affiliate Marketing**
  - Analyze metrics such as clicks, conversions, and earnings.
  - Optimize Your Efforts
  - Identify high-performing content and replicate its success.
  - Experiment with different content types and promotional strategies to improve conversion rates.
  - Stay Compliant with Regulations
  - Ensure transparency by disclosing your affiliate relationships in accordance with legal guidelines (e.g., FTC guidelines in the U.S.).
  - Always provide honest reviews and recommendations.
  - Scale Your Affiliate Marketing Business
  - Consider diversifying your income by joining additional affiliate programs.
  - Explore developing your own products or services and incorporating them into your affiliate marketing strategy.
- **Day 25: Introduction to LinkedIn and Advertisement.**
  - Determine what you want to achieve (e.g., brand awareness, lead generation, website traffic, event registrations).
  - Set clear and measurable goals, such as increasing website visits by 30% or generating 50 leads in a month.
  - Use LinkedIn's targeting options to define your audience based on factors like:
    - Job title, function, and industry
    - Company size and name
    - Location (country, region, city)
    - Skills and education
    - Interests and demographics

- **Day 26: Choose the Right Ad Format**
  - Select the ad format that best suits your campaign objectives. LinkedIn offers several options
  - **Sponsored Content:** Native ads that appear in the LinkedIn feed.
  - **Text Ads:** Small ads on the sidebar (desktop only).
  - **Sponsored InMail:** Personalized messages sent directly to LinkedIn inboxes.
  - **Video Ads:** Engaging video content that appears in the feed.
  - **Carousel Ads:** Multiple images or videos that users can swipe through.
- **Day 27: Up Your LinkedIn Campaign.**
  - Log into LinkedIn Campaign Manager and create a new campaign.
  - Choose the campaign objective that aligns with your goals.
  - Select your audience targeting options (refer to step 2).
  - Define Your Budget and Schedule
  - Set your daily or overall campaign budget.
  - Choose between bid types (Cost Per Click - CPC, Cost Per Impression - CPM).
  - Schedule the start and end dates for your campaign.
  - Create Compelling Ad Content
  - Write engaging ad copy that resonates with your target audience.
  - Incorporate clear calls to action (CTAs) that encourage user engagement (e.g., "Learn More," "Sign Up").
  - Design eye-catching visuals or videos that align with your brand identity.
- **Day 28: Add Conversion Tracking**
  - Implement LinkedIn's Insight Tag on your website to track conversions and gather data on user interactions after clicking your ads.
  - Set up conversion tracking within LinkedIn Campaign Manager.
  - **Launch the Campaign**
  - Review all settings, targeting options, ad creatives, and budget details before launching.
  - Confirm and publish your campaign.
  - **Monitor Campaign Performance**
  - Regularly check campaign performance using LinkedIn's analytics dashboard.
  - Track important metrics like impressions, clicks, engagement rates, and conversions.
  - **Optimize Your Campaign**
  - Analyze the data to identify high-performing ads and areas for improvement.
  - Test different ad variations (A/B testing) to find the most effective messaging, images, and CTA options.

- Adjust targeting, budgets, and bids based on performance insights.
- **Report and Analyze Results**
- At the end of the campaign, compile a comprehensive report detailing performance against your objectives.
- Analyze metrics to understand what's working and what needs improvement for future campaigns.
- **Iterate and Plan Future Campaigns**
- Use the insights gained from your campaign to inform future ad strategies.
- Continually adapt to changes in audience behavior or LinkedIn's advertising features.
- **Day 29: Search Engine Optimization (SEO)**
  - Introduction to SEO (Basics of how search engines work)
  - Keyword Research (Tools and techniques for effective keyword research)
  - On-Page SEO Techniques (Meta tags, headings, and content structure)
  - Off-Page SEO Strategies (Backlinking and its importance)
  - Technical SEO (Site speed, mobile optimization, and site analysis)
- **Day 30: Introduction to AI tools in Digital Marketing**
  - Definition of Artificial Intelligence
  - Importance of AI in Modern Marketing
  - **Categories of AI Tools**
  - Data Analytics Tools
  - Content Creation Tools
  - Customer Engagement Tools
  - **Selection Criteria for AI Tools**
  - Cost-effectiveness
  - Ease of integration
  - Scalability
- **Day 31: Key AI Tools for Digital Marketing**
  - Data Analytics and Insights
  - Google Analytics
  - HubSpot
  - **Content Creation and Curation**
  - Copy.ai
  - Jarvis
  - **Customer Relationship Management**
  - Salesforce Einstein
  - Drift



- **Day 32: Ethical Considerations and Best Practices**
  - Data Privacy and Security
  - Transparency in AI Usage
  - Maintaining Human Oversight
- **Day 33: Introduction to WordPress**
  - What is WordPress?
  - Differences between WordPress.com and WordPress.org
  - Setting Up Your WordPress Site
  - Choosing a domain and hosting provider
  - Installing WordPress
  - Understanding the Dashboard
  - Navigating the WordPress admin area
  - Creating Content
  - Posts vs. Pages
  - Using the Block Editor (Gutenberg)
- **Day 34: Themes and Customization**
  - Choosing and Installing a Theme
  - Free vs. premium themes
  - Customizing Your Theme
  - Using the Customizer
  - Fonts, colors, and layout options
  - Introduction to Plugins
  - What are plugins?
  - Popular plugins for functionality
  - Installing and Managing Plugins
  - How to install plugins
  - Configuring essential plugins (e.g., SEO, security)
- **Day 35: Enhancing User Experience**
  - Adding Multimedia
  - Images, videos, and galleries
  - Creating Menus and Widgets
  - Setting up navigation menus
  - Using widgets for additional features
- **Day 36: Launching and Maintaining Your Site**
  - Final Preparations for Launch
  - Testing your site

- Making your site live
- Ongoing Maintenance
- Regular updates and backups
- Monitoring site performance
- **Day 37: Capstone Project**
  - Building Your Own WordPress Site
  - Step-by-step project to create a demo website
  - Presentation and feedback session