



ALLIED DIGITAL ACADEMY

Step into The Future
By Trinotix Education System

Trade: Certified Digital Marketing (CDM-0031)

Duration: 21 Days

Eligible Age: 15+

COURSE OUTLINE

1. Introduction to Digital Marketing
2. Building the Digital Mindset
3. Building your Business from Scratch (Business Ideas)
4. Social Media Marketing
5. Facebook Marketing:
 - a. Organic Marketing VS Paid Marketing
 - b. Setting up Business Manager
 - c. Ad Breakdown
 - d. Scaling Limitations
 - e. Types of Ads
 - f. Facebook Ad Targeting
 - g. Laser Targeting
 - h. Types of Audiences
 - i. Naming Conventions
 - j. Building efficient Facebook Campaigns
 - k. How to run Facebook Ads with less money
 - l. Practice
6. Instagram Marketing:
 - a. Setting up Instagram Business
 - b. Instagram Themes / Aesthetics
 - c. Instagram Optimization
 - d. Designing Buyer Persona
 - e. IGTV
 - f. Instagram Luxuries
 - g. Automation
7. Building Social Media Campaigns
8. YouTube Marketing
9. Hashtag Theory
10. Designing Social Media Strategies & Campaigns
11. Social Media Management:
 - a. Management Strategies
 - b. Management Tools
 - c. Automation Tools
 - d. Measurement Tools
12. The Art of Content Creation
13. Website Creation (0 Coding Skills Required)



ALLIED DIGITAL ACADEMY

Step into The Future
By Trinotix Education System

14. Blogging & Influencer Marketing:
 - a. What is Digital Marketing
 - b. Why Digital Marketing
 - c. Traditional Marketing Vs Paid Marketing
 - d. What is a blog? – Introduction to a blog
 - e. Types of blogs – Personal blogs, corporate or business blogs and blogs by genre
 - f. Advantages of writing a blog
 - g. Blogging sites
 - h. Why is blogging popular?
 - i. Dos and Don'ts of a blog
 - j. Blogging & Marketing
 - k. Start your career as a Blogger
15. Search Engine Optimization:
 - a. Review a Website within SECONDS
 - b. On Page SEO
 - c. Off Page SEO
 - d. Keyword Research & Analysis
 - e. Meta Tags
 - f. SEO Tools
 - g. Backlinks
 - h. SEO Audit
16. Content Marketing:
 - a. Niche Research
 - b. Writing SEO Friendly Articles
17. Copy Writing
18. Email Marketing:
 - a. Email Basics
 - b. Gathering Subscribers
 - c. Email marketing Tools
 - d. Case Studies
 - e. Launching your first Email Marketing Campaign with NO COST
19. Search Engine Marketing
 - a. Google Webmaster
 - b. Google Analytics
 - c. Google AdWords: Building your First Google Campaign
20. Freelancing:
 - a. How to Earn Money Online
 - b. Fiverr
 - c. Earning from Facebook and Instagram

Course Outline Available at: www.trinotix.edu.pk