**Couse Title: Digital Media Marketing & Freelancing**
(Including, Digital Marketing, Strategy and Management, Facebook, INSTAGRAM, Google Ads Marketing, SEO Basics, TikTok, Snapchat, Freelancing, Techniques & Getting Clients)

**Duration: 3 Months (5 Days a Week, 2 Hours per Day)**

**Week 1: Introduction to Digital Media Marketing**

* + Overview of Digital Media Marketing: Platforms and Opportunities
	+ Importance Of Digital Marketing VS Traditional Marketing
	+ Introduction to Social Media Platforms : Creating A Strong Social Media Presence
	+ The Role of Content in Digital Marketing : Organic And Paid Marketing
	+ Setting Up Social Media Profiles for Business Marketing

**Week 2: Content Strategy and Management**

* Developing a Content Strategy Across Social Platforms
* Types Of Content Creation
* Creating Engaging Visual Content (Canva and Ai Tools)
* Video Content Creation and Reels Editing for Social Platforms
* Tools For Hashtags
* Learn To Write Caption For Social Media : Chat GPT And Digital Marketing
* Content Scheduling and Consistency: Tool for Managing Content
* Creating and Scheduling Content for Multiple Platforms

**Week 3: Facebook Marketing**

* Introduction to Meta Facebook for Business : Creating and Optimizing a Meta Facebook Page for Business
* Facebook Business Manager
* Facebook Ad Manager
* Facebook Advertising: Campaign Types, Targeting, and Budgets
* Facebook Audiences
* Analyzing Facebook Insights and Metrics for Better Engagement
* Facebook Ads Metrics : Running a Facebook Ad Campaign

**Week 4: INSTAGRAM MARKETING**

* Instagram Personal Profile Vs. Business Profile
* Creation Of Instagram Business Profile
* Instagram Ads , captions , hashtags and reels, stories creation
* Organic Marketing And Paid Ads
* Instagram Ads

**Week 5: TikTok Marketing**

* Introduction to TikTok: Content Creation And TikTok Marketing
* Creating a TikTok Business Account and Content Strategy
* Organic Marketing
* TikTok Ads Creation : Types, Targeting, and Budgeting
* Engaging with TikTok’s Younger Audience and Trends
* Creating Viral TikTok Content and Running Ad Campaigns

**Week 6: YouTube Marketing**

* Introduction to YouTube: Creating and Optimizing a YouTube Channel
* Content Creation
* Video SEO: Techniques to Rank Videos Higher
* YouTube Organic Marketing and Paid Marketing
* YouTube Ads Creation: Types of Ads and How to Create Them
* YouTube Ad Campaign

**Week 7: Google Ads Marketing & SEO Basics**

* Introduction to Google Ads: Overview and Benefits
* Keyword Research Techniques
* SEO Tools
* Google Search Ads - YouTube Marketing And Google Ads
* Creating and Managing Google Ad Campaigns
* Google Analytics: Understanding Metrics and Website Traffic
* Running a Google Search Ad Campaign and Analyzing Results

**Week 8: Email Marketing , What’s app Business Marketing & Snapchat Marketing**

* + Email Marketing Tool (Mailchimp)
	+ Whats app business Marketing
	+ Introduction to Snapchat for Business: Understanding the Platform
	+ Creating Engaging Snapchat Content for Brand Awareness
	+ Snapchat Ad Manager & Ads
	+ Measuring Snapchat Ad Campaign Success with Insights
	+ Running a Snapchat Ad Campaign for Business

**Week 9: LINKEDIN MARKETING**

* Creation & Optimization Of LinkedIn Profile
* LinkedIn Business Page Optimization
* LinkedIn Ads Strategy

**Week 10: Freelancing Platforms Introduction**

* Introduction to Freelancing: Creating a Professional Freelance Profile
* How To Work On Freelancing Platforms?
* Writing Converting Proposal To Win High Paying Clients
* Managing Client Relationships and Deliverables

**Week 11: Freelancing Tools ,Techniques & Getting Clients**

* Introduction to Freelancing Tools: Time Tracking, Project Management
* Building a Portfolio: Showcasing Your Digital Marketing Skills
* Pricing Strategies and Negotiation Skills for Freelancers
* Managing Multiple Freelance Projects Efficiently
* Identifying High-Value Clients and Building Relationships
* Networking Strategies for Freelancers
* Using Freelancing Tools to Manage Projects

**Week 12: Digital Marketing Agency & Local Projects**

* Marketing Yourself: How to Stand Out on Freelancing Platforms
* Offering Additional Services to Clients (Upselling)
* Setting Up Resume
* Applying Strategies to Find and Secure Clients
* How To Start Your Own Digital Marketing Agency?
* How To Deal With International Clients?