WHITE SCHOLARS

AI POWERED
DIGITAL MARKETING

Unlocking Strategies for Digital Success

ABOUT THE PROGRAM

Our Certificate in Digital Marketing provides comprehensive training to help you become a proficient digital marketer.This program covers essential aspects of digital marketing , ensuring you gain the skills needed to excel in today's competetive market.

CURRICULUM OVERVIEW

The program's curriculum is designed to cover all critical areas of digital marketing through a series of modules and practical assignments.

INTRODUCTION

Introduction to Digital Marketing

- Definition of Marketing
- Evolution of Digital Marketing
- Importance of Digital Marketing
- Why are companies adapting Digital Marketing
- Digital Marketing vs Traditional Marketing
- Different vericals of Digital Marketing
- Significance of each vertical adapted by companies
- Opportunities and roadmap of Digital Marketing

LAUNCHING WEBSITE - WORDPRESS

Website Launch

- Research and domain registration
- Choosing right server and hosting the domain
- Installation of WordPress
- Assignment
- Choosing the right WP theme and installation of
- Making edits to the theme
- Identifying the right plugins and installing

SEARCH ENGINE OPTIMIZATION

SEO

- Definition of Search Engine Optimization
- Different types of Search Engines
- Understanding the algorithmsof Google Search Engine
- How Search Engine works
- Keyword research methods
- Off-page Optimization techniques
- WP Plugins for SEO
- Google my business listing
- Various AI Platforms for making SEO better

SMM

Introduction to SMM

- Understanding the major Social Media Platforms
- How to prepare SMM Cadence
- How Social Media Platforms work - Algorithms
- Type of posts on Social Media
- Strategy and Social Media collobaration
- How to plan and create engaging content for SM

Facebook

- Intro to Facebook Marketing
- Facebook Page
- Facebook Ads
- Facebook Pixel + Audience
- Types of Facebook Ads
- Facebook Management
- Facebook Reporting , Insights + Optimization

Instagram Marketing

- Introduction to Instagram Growth Marketing
- Creating an Instagram Account to Skyrocket Conversion
- Understanding the Instagram algorithm
- Instagram Influencers & Off platform marketing
- Instagram content creation and process
- Instagram Ads
- Instagram Growth Tools & features
- Monitizing New Instagram Audience

Linkedin

- Creating Magnetic Linkedin Profile
- Optimizing Linkedin Profile
- Identifying target audience and developing strategy
- Building Personal branding on Linkedin
- How to create and manage Linkedin company page
- How to grow followers to company page
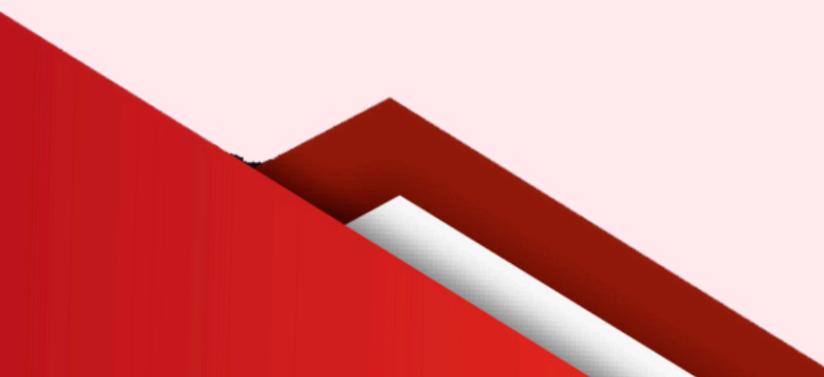- AI tools and extensions for Linkedin Marketing
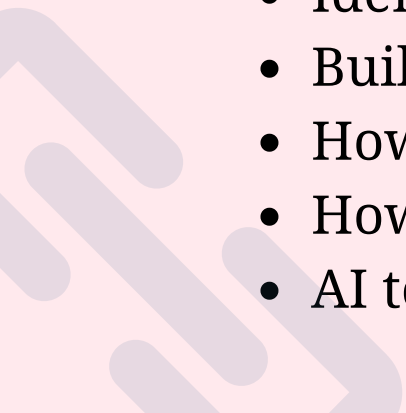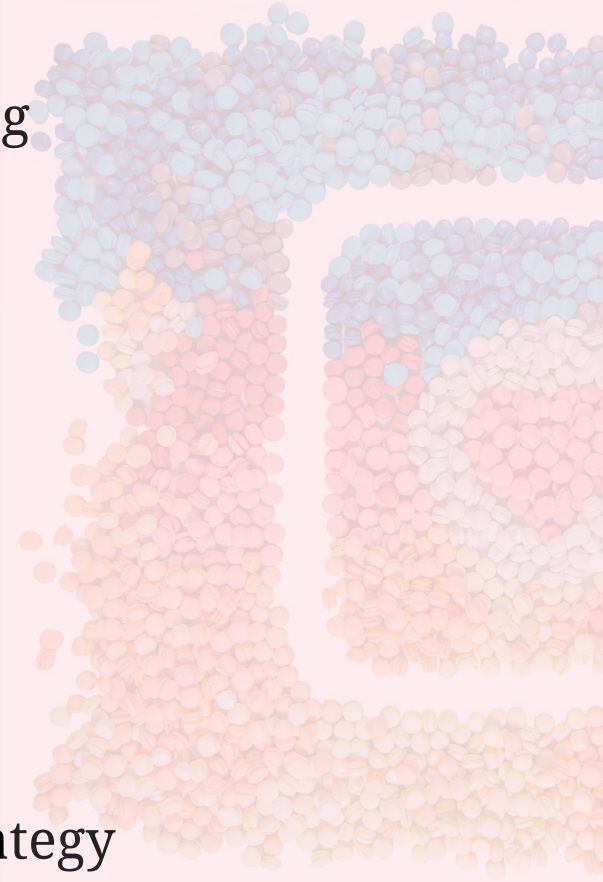
Youtube

- Introduction to Youtube Marketing
- Youtube SEO: On-page SEO, Off-page SEO & Keyword Research
- Keyword Research methods and tools
- On-page SEO introduction
- Youtube search ranking factors for your Youtube to rank higher
- Youtube recommendation algorithm
- youtube shorts
- More views from reviews and thumbnails
- Leaveraging canva to create Youtube thumbnails
- Youtube analytics

GOOGLE ADS

Google Ads

- Google Ads Dashboard Review
- Set up of Google Ads account
- Keyword match types
- Extensions
- Conversation tracking
- Remarketing Ads
- Running Search Ads and Display Ads

EMAIL MARKETING

Email marketing

- Introduction to Email Marketing
- Why Email Marketing
- Terminology of Email Marketing
- Deliverability Concepts
- Set up emial Campaign
- Email Automation

ABM

Data Extraction

- Tools used for Data Extraction
- Understanding of ICP

Linkedin Marketing

- Linkedin Profile optimization
- Sales Navigator Tool
- Linkedin sequencing
- Research on Linkedin

PROJECT EXECUTION

Implementing all the channels of Digital Marketing

ENROLL NOW AND START YOUR DIGITAL MARKETING JOURNEY TODAY!

For more information and registration,
Please visit [whitescholors.com] or contact us at [Contact Information].