

## Digital Marketing With Outsourcing

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### **Course Outline:**

- **Service Orientation**
- **Introduction To Digital Marketing**
- **Introduction to Google Ads**
- **Bing Ads**
- **Facebook Ads & Marketing**
- **Instagram Ads & Marketing**
- **Conversion tracking**
- **Google Analytics 4**
- **Google Tag manager**
- **Industry introduction**
- **Google Sheet**
- **How to Sale your service on Marketplace**
- **Client Communication**

### **Course Package:**

- **Package Price: 5,990/- (pre-paid & one time payment).**
- **Duration: 03 Months plus (24 classes). Per class: 02 hours.**
- **Number of students per batch: 12-15.**

### **Advantages & Why You Should Choose Us?**

- ✓ **Training by Expert Trainers from digitalGuru.**
- ✓ **Full Training With Real Client's Projects.**
- ✓ **Internship/Job Opportunities if You Successfully Complete the Course.**
- ✓ **Quick Support and Feedback On Projects.**
- ✓ **Course Completion Certification from digitalGuru.**

## Course Details:

Course Catalog	Table of Contents	Classes	Class Duration
<b>Service Orientation</b>	Introducing the overall category	1st Class	01 Hours
<b>Google Spreadsheet</b>	<ul style="list-style-type: none"> <li>› Google Spreadsheet Introducing</li> <li>› Keyboard Shortcuts</li> </ul>	2nd Class	02 Hours
<b>Understanding SEM</b>	<ul style="list-style-type: none"> <li>› Understanding Search engine marketing</li> </ul>		
<b>Google ads</b>	<ul style="list-style-type: none"> <li>› Understanding google Ads</li> <li>› How Google ads work</li> <li>› Account creation</li> <li>› Basic discussion about google ads</li> <li>› Question and answer session</li> </ul>	3rd Class	02 Hours
<b>Google ads</b>	<ul style="list-style-type: none"> <li>› <b>Creating Google Ads Campaign &amp; Campaign Types</b></li> <li>› Plan a Google Ads Campaign</li> <li>› Configure Campaign Settings</li> <li>› Configure Ad Groups, Ads &amp; Keywords</li> <li>› Managing Bidding &amp; Budgets</li> <li>› <b>Keywords, Ad Groups &amp; Targeting</b></li> <li>› Ads &amp; Extensions</li> <li>› <b>Creating a Display Network Campaign &amp; Targeting</b></li> <li>› <b>Video Ads on YouTube &amp; Across the Web</b></li> <li>› Remarketing</li> <li>› Optimizing Campaigns</li> <li>› <b>Implementing Advanced Google Ads Features</b></li> <li>› <b>Earning Scopes With Your Google Ads Skills</b></li> </ul>	4th-7th Classes	21 Hours
<b>Google ads conversion tracking &amp; Data analysis</b>	<ul style="list-style-type: none"> <li>› <b>Setting Conversion Tracking, Analyzing &amp; Measure Performance</b></li> <li>› Data measuring</li> <li>› Data analysis</li> <li>› Data reporting</li> <li>› Final session for google ads</li> <li>› <b>Earning Scopes With Your Google Ads Skills</b></li> </ul>	8th-9th Classes	06 Hours
<b>Bing Ads</b>	<ul style="list-style-type: none"> <li>› Microsoft advertising basic</li> <li>› Tool of Microsoft advertising</li> <li>› how to set up Microsoft advertising campaign</li> <li>› How to optimize the campaign</li> <li>› Final assessment</li> </ul>	10th-11th Classes	06 Hours

<b>Bing ads conversion tracking</b>	<ul style="list-style-type: none"> <li>› Create a new conversion in Microsoft Ads</li> <li>› Create your custom tags in Google Tag Manager</li> <li>› Microsoft Ads campaigns with event tracking</li> </ul>	12th-13th Classes	06 Hours
<b>Facebook Ads</b>	<ul style="list-style-type: none"> <li>› Facebook business profile create</li> <li>› Facebook Ads account</li> <li>› Create Facebook Ads</li> </ul>	14th-15th Classes	06 Hours
<b>Instagram Ads</b>	<ul style="list-style-type: none"> <li>› How to run Ads for instagram</li> <li>› Instagram ads analysis</li> <li>› Ads optimize in instagram</li> </ul>	16th Class	03 Hours
<b>Google Analytics 4 &amp; Google Tag Manager</b>	<ul style="list-style-type: none"> <li>› Understanding GA4</li> <li>› How to setup GA4 ( Manual &amp; Through Tag manager)</li> <li>› Basic data in GA4 Analysis</li> <li>› Tag</li> <li>› Trigger</li> <li>› variable</li> </ul>	17th-18th Classes	06 Hours
<b>Introduction to Fiverr</b>	<ul style="list-style-type: none"> <li>› Fiverr Overview</li> <li>› Gig Overview</li> <li>› Converting Customers</li> <li>› Managing Orders - Start to Finish</li> <li>› Terms &amp; Conditions</li> <li>› Everything Else</li> </ul>	19th-20th Classes	06 Hours
<b>Introduction to Upwork</b>	<ul style="list-style-type: none"> <li>› Upwork Interface or Dashboard</li> <li>› How to Start an Order on Upwork</li> <li>› Handle Disputes on Upwork</li> <li>› Perfect Job Post and Submit a Bid on Upwork</li> <li>› Upwork Search : Jobs, Talent and Projects</li> <li>› Upwork Notifications In Details</li> <li>› Abuse and Spams on Upwork</li> <li>› Contact Upwork Support for Any Issues</li> <li>› Terms &amp; Conditions for Marketplaces</li> <li>› Introduction to Meeting</li> </ul>	21th-22th Class	06 Hours
<b>Client Communication</b>	<ul style="list-style-type: none"> <li>› Message Formation</li> <li>› Custom Offer Formation</li> <li>› Bid/Brief Proposal</li> <li>› About Sample</li> <li>› Do's and Don't on Marketplace</li> </ul>	23th Class	03 Hours

<b>Certificate Given Ceremony</b>	The ceremony begins with a welcome address by a host or a master of ceremonies, who introduces the purpose and significance of the event.	24th Class	01 Hours
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 For more information, please contact us with your questions.

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**Office Address:**

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