

Digital Marketing Course Module By Russkin Bright (Marketing Agency)

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→ **Basic (2 Class * 2 Hour)**

- ◆ Introduce Useful Tools
- ◆ Google Docs + Google Sheet
- ◆ Basic Software Install + Setup
- ◆ ChatGpt + Bard Using Guideline
- ◆ Basic Design Concept (Canva)

→ **Social Media Marketing - (2 Class * 2 Hour)**

- ◆ Personal Branding (For Any Business)
- ◆ Facebook + Instagram + Twitter + Pinterest (Profile + Page + Group)
- ◆ LinkedIn Basic to Advanced (Profile Setup + Job Apply + Engagement + Article + Company Page)
- ◆ Facebook Business Suite
- ◆ Social Media Grow + Sell Ways

→ **SEO (12 Class * 2 Hour)**

- ◆ Keyword Research + Competitor Analysis (2)
- ◆ Website Setup (1)
- ◆ Basic to Advanced On Page SEO (1)
- ◆ Basic to Advanced Off Page SEO (Guest Post, Fundamental Backlink, Webmaster Outreach) (4)
- ◆ Technical SEO (1)
- ◆ Local SEO (1)
- ◆ Website Audit (On Page + Technical + Backlink) (1)
- ◆ Google Tag Manager + Search Console, Google Analytics (1)

→ **YouTube SEO - (2 Class * 2 Hour)**

- ◆ Tools Using (Vidiq, TubeBuddy)
- ◆ Channel Create + Reels Create Techniques + Video Upload
- ◆ Channel SEO
- ◆ Video SEO (Title, Description, Keyword Research)
- ◆ Organic YouTube Promotion (Free + Google Ads Method)
- ◆ Monetization Setup + Process

→ Email Marketing - (3 Class * 2 Hour)

- ◆ Email Marketing Tools Introduce (Mailerlite, Mailchimp, Instantly, Mystrika)
- ◆ Email Marketing Strategy
- ◆ Email Template Making (Drag and Drop, Html Coding Based)
- ◆ Email Marketing Outline + Content + Subject Ideas
- ◆ Email Marketing Other things (Warm-up, Follow Up, Group, Campaign Sending, Time Zone)

→ Lead Generation (1 Class * 2 Hour)

- ◆ Basic to Advance Introduce
- ◆ Lead Ways (Warm, Cold, Hot)
- ◆ Lead Collect Method

→ Client Hunting (6 Class * 2 Hour)

- ◆ Facebook Client Hunting
- ◆ Instagram Client Hunting
- ◆ LinkedIn Client Hunting
- ◆ Client finds out using Google
- ◆ WhatsApp client Hunting
- ◆ Resources (Message Template, Hidden Techniques)

→ Marketplace (2 Class * 2 Hour)

- ◆ Fiverr Account Create + Setup + Gig Create + Conversion Ideas
- ◆ Gig Marketing
- ◆ Upwork Account + Service
- ◆ Others Marketplace Introduce
- ◆ Payment Method + Transaction

→ Google Ads - (2 Class * 2 Hour)

- ◆ Introduce to Google Ads (Display ads, Video ads)
- ◆ Keyword Research
- ◆ Create Ad copy
- ◆ Campaign Targeting
- ◆ Conversion Track and analysis
- ◆ Advanced strategies and Optimization
- ◆ Google AdSense Apply + Payment Method Setup
- ◆ Facebook + Instagram Ads Campaign + Pixel Setup

→ Extras (4 Class * 2 Hour)

- ◆ Problem Solving
- ◆ Dedicated Support via WhatsApp or Live Class
- ◆ Payment Method Help

SHISIR ROY

Team Lead

IBRAHIM ALI

SEO Expert