

Digital Marketing & Local eCommerce Course Outline

Digital Marketing Agency Startup

1. A complete introduction to Digital Marketing
2. Rules before starting Digital Marketing
3. How to Create a Digital Marketing Agency
4. Detail about bank account creation, Naya Pay, SadaPay, account creation, Virtual Cards
5. Get a Visa/ Master Card For Facebook Ads
6. How to get international clients through Facebook groups and without ads
7. How to get marketing clients for new students.
8. How to get national and international jobs through Indeed.
9. How to design your Facebook posts through Canva.
10. How to get Local Clients and deal with them.
11. A success story of a little boy and business ideas.
12. How To Communicate with your clients.
13. How to set your service charges with your clients.
14. Graphic Designing through Canva.
15. Basic Video Editing.
16. How To Open a Bank Account In Pakistan.
17. Introduction about Instagram Marketing
18. Instagram Ads
19. How to check your competitor ads.
20. Check image, text percentage, and information.
21. Market Research
22. Much More ...

Advanced Facebook & Instagram Ads

Topics Included:

1. Facebook account creation, complete setting, and optimization.
2. Facebook page creation, General settings, Major settings, and optimization.
3. How to confirm your identity confirmation.
4. Detail about Facebook add account suspension and secure your add account.
5. How to give Facebook page Access to others.
6. How to select your Facebook page Name for your Marketing Agency and eCommerce Store
7. Facebook ads policies' latest updates 2023
8. Which post and Video is best for Your Ads(Post Mortem to ad post)
9. Be aware of Facebook marketplace postings Job & Details
10. Attached payment method with a Facebook ad account and important details.
11. How to run ad in just 5 min.
12. How to create a business add account/Manager, user setting, all Setting
13. How to give ad account access.
14. How to run an ad through mobile phone.
15. What is a Facebook business account & setup?
16. Add Account Overview.
17. Facebook ad objectives explain
18. How to run awareness campaign.
19. How to run a traffic campaign.
20. How to run an engagement campaign.
21. How To Run Page Likes & Followers Ad.
22. How To Run app installation ad.

23. How to run leads generation.
24. How To Run Sale campaign.
25. What is Pixels And how it works.
26. How To set billing for facebook ad manager.
27. What is Campaign Budget Optimization.
28. What Is Detailed Targeting.
29. How To Set Custom Audience.
30. How to set lookalike audience.
31. What is overlapping?
32. How to run AB testing.
33. How to verify website Domain.
34. How To Create Best Ad Creative.
35. Case Study (How I recover my Facebook add account and how I recover my payment from Facebook)
36. How to activate disabled add account.
37. How to run international ads.
38. How to run online Quran teaching ads for UK, USA, and other countries.
39. How to get the lowest cost on your ad and website purchases.
40. Secure Your Facebook Profile
41. Drive Traffic To YouTube Channel
42. Lead Generation For Real Estate Or Any Business Like A Pro.
43. Optimizing And Scaling Ads
44. Understanding CPM
45. Check Competitors Facebook Ads
46. How to make Ad Copy
47. How To See And Manage Audience Insights
48. How To Set Automated Rules on Ads
49. How To Run Ads Using Business Manager
50. Much More ...

Local eCommerce Startup

1. How to Build Your Own Brand in Pakistan
2. What is branding?
3. A complete introduction to Local ECommerce.
4. 3 Rules Before Starting Local eCommerce
5. Product Hunting
6. Product Sourcing
7. Product Listing with SEO
8. Top Pakistani Supplier List
9. How to sell through WhatsApp
10. How to Sell Products Through Website.
11. How to start a Local E-Commerce without any investment.
12. How to increase online sales without adds spending.
13. How to start E-Commerce business and 50+ tips & tricks.
14. Business Manager Setup For eCommerce
15. How to pack a parcel.
16. Which courier company is best?
17. How to put order in courier Track..
18. Courier Company Account Creation
19. Niche Research Work
20. Much More ...

1. Physical & Online One-O-One Support.

2. Certification after completing this course.

3. One Month Internship Only For Physical Students.

Contact us for more information at 0326 122 00 55

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