

Institute of digital marketing Pakistan



Most Advanced Digital
Marketing & Online
Business (DM&OB)
Training in Pakistan

**Take Your
Business, Income &
Career to the next
level with **DM&OB**
Training (Digital
Marketing & Online
Business)**



Business Opportunities in Digital Marketing



Earn Money via Freelancing



Almost \$1 Billion Is Earned by 150,000 Freelancers of Pakistan. **Be one of them!**

Earn Money via Blogging



Love writing? Start as a part-time blogger and earn money from your passion

Earn money via online store



Start your own part-time or full-time profitable online store business!

Plenty of Job Opportunities



Few years of experience in digital marketing can yield you a six figure salary!



Career Options You Will Have After Completing Digital Marketing Course

Following job opportunities will be open to you



**Content Marketing
Executive**



**Social Media Marketing
Manager or Analyst**



**Digital Marketing
Executive / head**



**PPC Manager
or Analyst**



**Ecommerce store
Marketer/Manager**



**SEO Manager or
Analyst**

Get Prepared & Trained For Google Ads and Facebook Blueprint Certificates



- 5 x Google Certifications
- 1 x Facebook Certificate
- 1 x Thriversity Certificate



How it will help you

Digital marketing is one of the fastest growing industry in the World. In Asia, the growth rate of this industry is 30% annually.

For Working professionals: Your growth depends on your performance. In today's age, you cannot get to the next level of performance in your company without knowing how to market online. After learning digital marketing you will be able to create strategies for online advertisement and produce 10 times better results for your company.

For business owners & entrepreneurs: Your no.1 goal as a business owner is to generate sales and profits for your company and digital marketing will help you achieve that. You will learn how to get attract buyers to your website and grow your sales almost overnight. As a business owner, you owe it to your business's success to learn digital marketing

For Students & Job-Seekers: Every month thousands of jobs are available for digital marketing experts. You don't need a degree to qualify for the job. You just need the right skills and experience. We will provide you the skills and knowledge you need to become a digital marketing expert. A beginner digital marketing professional easily earns a salary between Rs 25000 - 60000 per month



CEO Level Expert Trainers with 10+ Years of Experience in Digital Marketing



Instructor-led Online Live Classes



1 Training Program = 7 Certificates



Extremely Practical Training



Most Advanced Digital marketing & Entrepreneurship 6 months training program

Get **FREE** Licensed
Access to Paid tools, plugins
& themes worth over
Rs 62,258

Email Marketing
Tools

80+ Paid
Wordpress
Themes

World Class
Landing Page
Builders

And Many More
Plugins and
Themes Paid
For You

WHO SHOULD ATTEND?

- Business Owners
- Marketing Professionals
- Sales Professionals
- Entrepreneurs
- Wannabe Entrepreneurs
- Digital Marketing Professionals
- Students
- Job-Seekers



6 Part Training Process

1

The Training Kick-starts with the digital marketing overview. You are given both practical and experiential knowledge as to how to build a strong base for the upcoming more advanced lectures on digital marketing

2

You are trained and required to build your very own first website. The purpose of this module is to have a hands-on practical learning exposure. You will not just learn digital marketing, but you will actually be doing it.

3

Once your website is up and ready, you will be taught SEO, Adwords, Facebook adverts, Google analytics and email marketing. You will be asked to perform every task you learn on the website you made in step-2.

6 Part Training Process

4

Here comes your social media training. You will be made an expert in all social media marketing. The topics are covered from basic to most advanced modules like pixels, creating long-term engagement strategies and running paid advertisements on social media platforms.

5

Upon reaching this step you will be Introduced to the most profitable concept in marketing, that is lead generation and conversion optimization. You will learn how to generate leads and convert those leads in sales for your business and company.

6

The last step is to revise everything you Learned and conduct the final exam. Upon completion of final exam you will be awarded the certificate from IDMPaksitan. You will also be given help to complete Google & Facebook tests in order to get certificates as well.

What You Will Learn

The Only Practical and Comprehensive Digital marketing training program in Pakistan covering 16 modules + Google, Facebook and Thriversity Certification

Digital Marketing Overview 	Website Creation And Planning 	Search Engine Optimization 	PPC Traffic & Adwords 
Social Media Marketing 	Mobile Marketing 	Display Advertising 	Email Marketing 
Ecommerce Marketing 	Lead Generation 	Content Marketing 	Reputation Management 
Google Analytics 	Blogging 	Advertising Strategy 	Freelancing 

Training Curriculum

18 Modules

12
Digital
Marketing
Modules

Digital
Marketing
Overview

Website
Creation

SEO

Social Media
Marketing

Google
Analytics

ASO

Online Ads
Strategies

Email
Marketing

Google Ads

Display
Advertising

Lead
Generation

Sales Funnels

Training Curriculum

18 Modules

5
Online Business
Modules

Online Store
Business

Affiliate
Marketing

Dropshipping
Business

Blogging

Freelancing

1 Digital Marketing Overview *(Duration: 2 Hours)*

What is marketing?

What is digital marketing?

Difference between traditional marketing and digital marketing

When to use digital marketing?

Understanding digital marketing process

Increasing visibility of brand

What is visibility?

Types of visibility?

Examples

Bringing Traffic

Inbound

Outbound

Converting traffic into leads

Sales funnels & conversions

Retention

Why retention is important?

Types of retention

Evaluation performance using tools

2 Website Creation Process

(Duration: 16 Hours)

- Understanding the importance of a website
- Planning and conceptualizing a website
- Types of Websites
- Understanding domain extensions and web hosting
- Buying Domain and Hosting
- Understanding different types of technologies (CMS)
- Setting up domain and hosting (Connecting both)
- Installing WordPress
- Overview of WordPress dashboard
- Planning a website
- Creating a simple website
- Assignment #1
- Introduction to page builders
- Basic themes and plugins
- Assignment #2
- Making an E-commerce Websites
- Assignment #3
- WordPress/Website Security
- Installing WordPress through FTP
- Introduction with Cpanel
- Changing WordPress Password/Username
- Databases
- Final Project

3 Search Engine Optimization

(Duration: 24 Hours)

- What is SEO?
- How Search Engines Work?
- Understanding SERPs
- Technical SEO, Onpage SEO & Offpage SEO (Relevance + SEO-friendliness & Popularity)
- White hat SEO Vs Black Hat SEO Vs Grey Hat SEO
- Introduction to Keywords
- Keywords Research (Relevancy, Searches, Competition)
- Long Tail Keywords Vs Short Tail Keywords
- Keyword Clustering or Grouping of closely related keywords for every webpage
- Keyword Cannibalization
- Analyzing Competitor websites for Keywords (Spyfu)
- On-Page SEO Optimization
 - Keywords Placement
 - Anatomy of a SEO friendly webpage
 - Descriptive URLs
 - Title (keyword + USP | Brand name)
 - Meta Description
 - Meta Keywords
 - Heading tags, h1,....h6
 - Contextual Internal Linking
 - Image Alt Tags

- Technical SEO
 - Meta Robots (admin pages/ backend pages, private pages, duplicate pages, search pages, dynamic URLs)
 - Canonical Tags
 - Pagination Tags (WP-Paginate Plugin)
 - Canonicalization Factor
 - Redirects (301, 302, 404)
 - Robots.txt
 - Sitemap.xml
 - SEO related HTML Tags
 - Clean Indexation
- WordPress SEO
 - Yoast SEO Plugin / AllinOneSEO Plugin
 - Optimize webpages
 - 301 redirects (plugins)
 - WP-Paginate (plugin)
 - Redirection (Plugin)
 - Social Media Markup (Facebook Open Graphs & Twitter Cards)
 - Google XML Sitemap Generator (Plugin)
 - Robots.txt (WP Robots txt)
 - Insert Header & Footer (Plugin)
 - WP Smush (Plugin)

- WordPress SEO Continued...
 - Woocommerce Google Analytics Integration (Plugin)
 - External Links (Plugin)
 - Easy Https Redirection
- Off-Page SEO
 - What are Backlinks?
 - Quantity, Quality & Relevance
 - Backlinks Profile: Relevance, Diversity and Velocity
 - Types of Backlinks
 - Dofollow VS Nofollow (rel="nofollow") VS Mentions
 - How to Get Value from Nofollow Backlinks
 - Link Building Do's & Don'ts
 - Natural Link Building (approx. 80% dofollow, rest nofollow & mentions)
 - Anchor Text Distribution
 - Pages Link Distribution
 - DA, PA, Link Juice (value)
 - Link Building Velocity
 - Freshness Factor
 - Anchor Text Distribution

- Types of Backlinks
 - Search Engine Submissions
 - Top Local Business Listings
 - Top Directory Submissions
 - Top Article Directories
 - Niche Relevant Blog Comments
 - Niche Relevant Forum Posts
 - Top Microblogging sites
 - Top Q & A Websites
 - Top Infographics & Slideshare websites
 - Content Marketing (Guest Blogging, Content Syndication, Content rewriting)
 - .edu, .gov Backlinks
 - Social Profiles (Profile Link Building)
 - Top Video sharing websites
 - Social Media (Social Signals)
 - Web 2.0 (Wordpress, Tumblr, Blogger) (30/70 ratio)
 - Blogging
 - One-tier Backlinks Vs Two-tier Backlinks
 - Types of Backlinks to AVOID
 - Private Blog Networks
 - Competitors Analysis

4

PPC & Adwords Marketing

(Duration: 24 Hours)

- Understanding PPC (Pay Per Click) marketing
- Overview of Adwords and Microsoft Adcenter
- Understanding Adwords
 - Learning Account Structure
 - Campaigns, Ad groups, keywords, ads, etc.
 - Types of advertising campaign -Search, display campaign, shopping campaign and video campaign
 - Difference between search and display campaign
 - Understanding targeting options for both search and display campaigns
- Understanding Adwords algorithm
 - How does Adwords rank ads on SERP
 - Understanding their adrank in detail
 - Understanding about quality score
 - Why QS (quality score) is important
 - What is CTR
 - Why CTR is important
 - Understanding bids
 - Learning all types of bids from flexible bidding to enhanced CPC.

- Creating search campaigns
 - Types of search campaigns
 - Shopping campaign
 - Merchant center
 - Creating 1st Adwords search campaign
 - Setting targeting and keywords for the live campaign
 - Understanding location targeting
 - Setting bidding strategy
 - Making the campaign go live
- Understanding bidding structure
 - Manual bidding
 - Auto bidding
- Advanced level bidding strategies
 - Enhanced CPC
 - CPA (Cost per action)
- What is flexible bidding
- Advanced details about bidding strategies
- Understanding ad extensions
- Adding ad extensions in the campaigns
 - Creating adgroups
 - Creating adgroups using tools
 - Benefits of having adgroups

- Understanding keywords
 - Using keyword planner
 - Finding relevant keywords
 - Types of keyword matches
 - Adding keywords in adgroups
 - Examples of keyword matches and their pros and cons
- Creating ads
 - Understanding ad metrics
 - Display and destination URL
 - How to write a compelling ad copy and headline
 - Best and worst ad examples
- Tracking performance of ads using conversions
 - What is a conversion?
 - What is conversion tracking?
 - How to setup conversion tracking
 - Adding tracking code on the destination website
 - Checking stats of conversions
 - How to keep track of goals

- Optimization of Search campaigns
 - Important metrics to evaluate the campaigns
 - Importance of CTR
 - How to increase CTR of an ad
 - Relationship of CTR with CPC
 - Importance of QS
 - How to improve QS of an ad
 - How to analyze the performance of keywords
 - How to add negative keywords
 - Importance of adding negative keywords
 - How to decrease CPC
 - Analyzing competitors performance
- Creating Display campaigns
 - Types of display ad campaigns
 - Creating 1st display campaigns
 - Targeting options (placement, location and other options)
 - Ad-scheduling
 - Ad-delivery options
 - Using display planner tool
 - Creating banners
 - Uploading banners and size measurements
- Remarketing

5 Social Media Marketing

(Duration: 30 Hours)

- What is social media?
- Understanding the social media marketing concepts
- How social media marketing is different
- What is the single most important concept about social media marketing?
- How to create Your Brand Story
- Define Your Goals
- Develop Audience Personas
- Create a Journey Map for social media
- Identify Key Channels
- Develop a Content Strategy
- Draft a Content Calendar
- Plan Your Resources
- Simply Measure
- Creating a perfect content marketing plan:
 - Align
 - Publishing content
 - Branding
 - Direction
 - Support
- Types of content on social media

- Learning about Facebook Algorithm - EdgeRank
 - What is Edgerank
 - Calculation for edge rank
 - How to use EdgeRank to your benefit
- Learning about optimization
 - How to Pay to Play
 - How to Share thumb stopping content
 - How to Use video & native content
 - How to Encourage engagement using unique ways
 - How to Post on trending topics
- Facebook Business Manager
 - How to properly use and manage Facebook business manager
- Strategy creation
 - How to generate Ideas
 - How to create a Flow
 - Which Channels to use
 - How to do Budgeting
 - How to do Profiling - Interests
 - How to create a backup Plan
 - Approval

- Facebook marketing (Both Organic and Paid ads)
 - Understanding Facebook Marketing
 - Practical Exercise
 - Creating a page
 - Adding contacts
 - Posting on the wall
 - Increasing likes the legitimate way
 - How to do marketing on a Facebook page
 - Fans engagement
 - Tools and applications for increasing engagement on your FB page
 - Understanding the key metrics on your Facebook page
 - Understanding blind posts
 - Best practices for posting
 - Practical Exercise
 - Creating a Facebook advertisement
 - Understanding Power editor
 - Difference between boosting a post and running a PPE advertisement
 - Adding a Credit card for billing and understanding billing

- Best practices for posting
 - Practical Exercise
 - Learning every objective of Facebook advertisement
 - Setting budget
 - Targeting audience
 - Using audience insights
- How to properly use re-targeting
 - Learning custom audiences
 - How to create sequences
 - How to properly use retargeting for your business
 - How to work with Facebook Pixels
 - How to use Facebook pixels to maximize sales and conversions
 - How to make Facebook Pixels strong so they work in your favour
 - Running paid advertisements on other major social media networks
 - Twitter
 - Both paid advertising and organic marketing
 - LinkedIn
 - Both paid advertising and organic marketing

6 Mobile Marketing

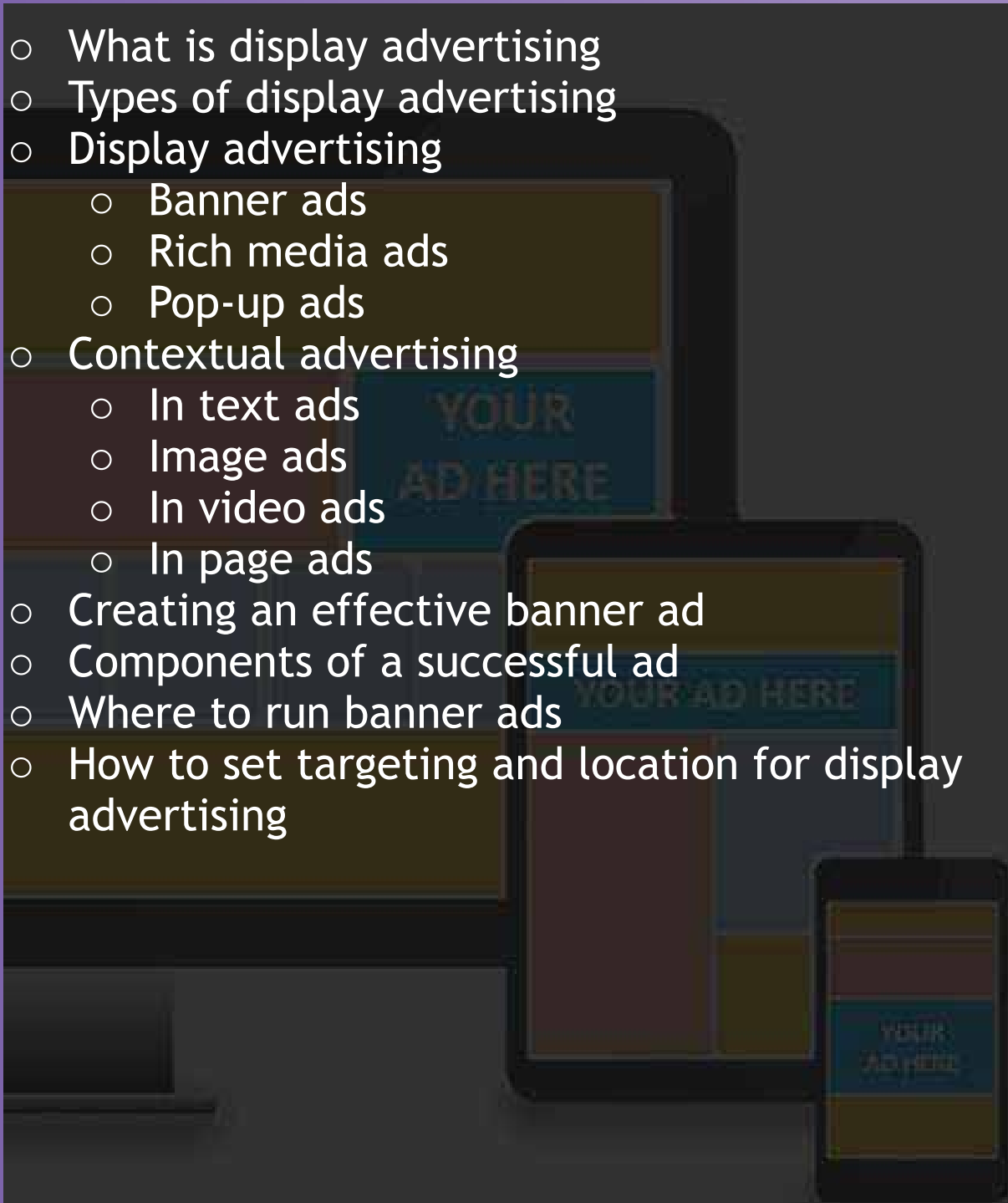
(Duration: 4Hours)

- Mobile app monetization
 - Understanding app monetization
 - Business models for apps
 - How to successfully monetize an app
- Mobile app marketing
 - How to market your app on both iOS and Google Play
 - How to do both free marketing for your app
 - How to do paid marketing for your app
 - How to increase rating
 - How to increase reviews for your app
 - How to increase the ranking on app search results

7 Display advertising

(Duration: 4 Hours)

- What is display advertising
- Types of display advertising
- Display advertising
 - Banner ads
 - Rich media ads
 - Pop-up ads
- Contextual advertising
 - In text ads
 - Image ads
 - In video ads
 - In page ads
- Creating an effective banner ad
- Components of a successful ad
- Where to run banner ads
- How to set targeting and location for display advertising

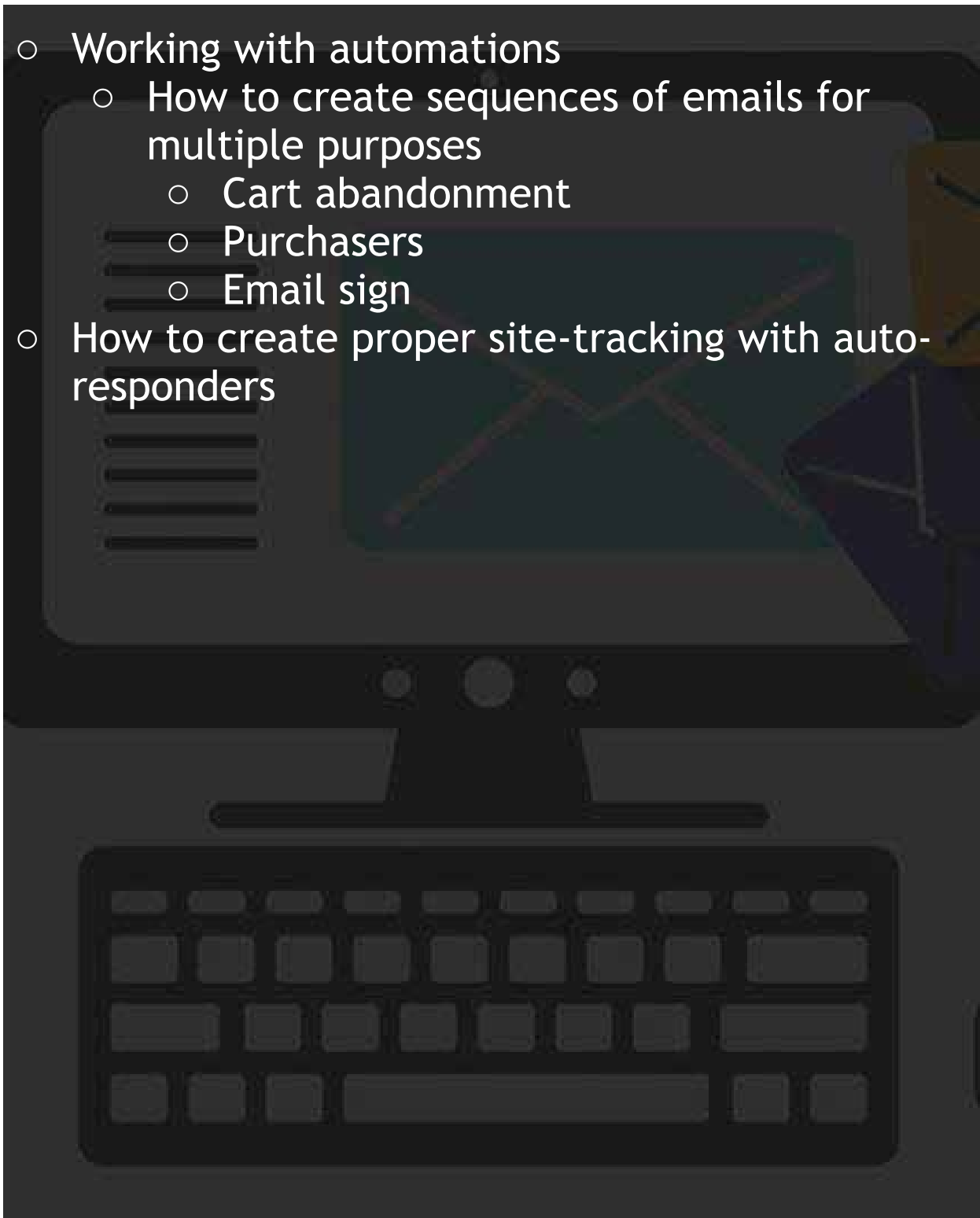


8 Email Marketing

(Duration: 8 Hours)

- What is email marketing
- Types of email marketing
 - Solicited email marketing
 - Un-solicited email marketing
- Creating an account on an auto-responder (ActiveCampaign, Mailchimp, Infusionsoft)
- Creating a list, campaign and managing contacts
 - Integrating list with forms
 - Building an email list
- Creating a landing page with working form to generate leads 24/7
- Opt-in marketing
 - Opt-in marketing process
 - Setting up auto-responder account
 - How to manage auto-responder
 - How to schedule emails
 - How to track and measure emails
 - How to optimize email delivery
 - Best practices of opt-in email marketing
 - How to schedule emails for best results
 - How to create campaigns for different types of goals

- Working with automations
 - How to create sequences of emails for multiple purposes
 - Cart abandonment
 - Purchasers
 - Email sign
- How to create proper site-tracking with auto-responders



9

Lead Generation

(Sub Module: Website Creation, Social Media Marketing and Google Ads)

(Duration: 4 Hours)

- Understanding the concept of lead generation
- Why lead generation is important for business?
- What does a qualified lead means for a business?
- Understanding landing pages
- Understanding sales funnels
- Landing page vs website
- Why having landing page is important for business
- Fundamentals of a landing page
- How to improve the conversion of a landing page
- What does a conversion mean?
- How to do A/B testing of a landing page
- Practical exercise - Creating your own landing page
- Best and worst landing page examples
- Understanding sales funnel important and the important of testing and tweaking the funnel
- Converting leads into sales
- Creating lead nurturing strategy
- Use of email marketing in the sales funnel
- Example of thank-you pages and types of funnels

10 Ecommerce Marketing

(Duration: 12 Hours)

- What is Ecommerce?
- Top Ecommerce websites in Pakistan and around the globe and their business models
- Difference between Ecommerce CMS and shopping cart
- Logistics and courier companies
- How to setup Ecommerce online store
- How to find profitable products for your store
- Difference between niche store and mega store
- How to deal with wholesalers
- How to sell products on the online store using Ecommerce marketing
- How to do SEO for an Ecommerce store
- How to start your own online store business in Pakistan that generates income everyday using both niche store model and mega store model

11 Affiliate Marketing

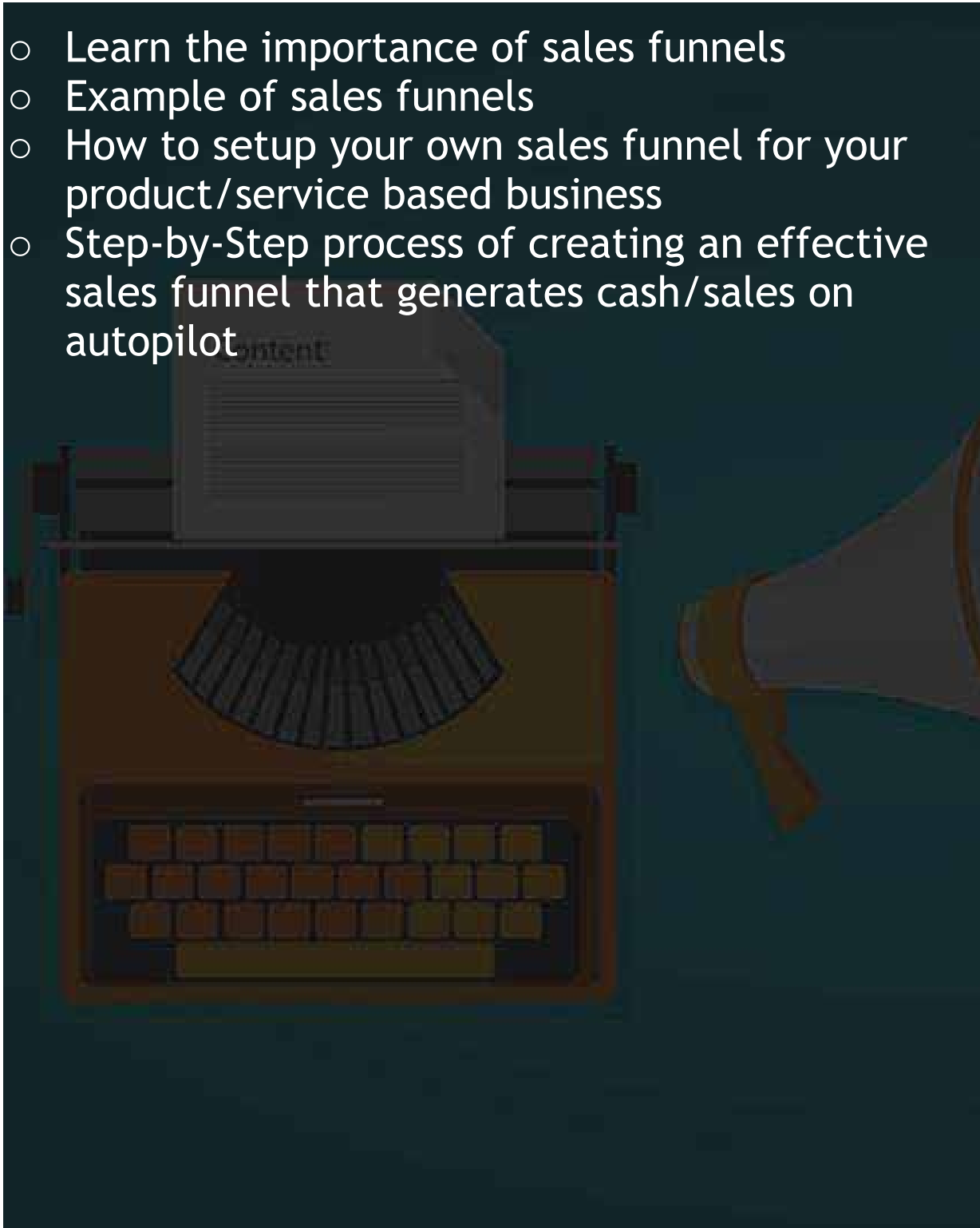
(Duration: 16 Hours)

- Fundamentals of Affiliate Marketing
- Affiliate network platforms
- How to pick, analyze and validate your niche
- Keyword research process
- Content process
 - Audience awareness
 - How to make authority content
 - How to write a perfect affiliate product review
- How to get relevant niche specific backlinks
- How to properly create landing pages
 - A/B testing of landing pages
 - How to analyze landing pages performance
- How I generated 1071 targeted leads using email marketing automation
- How to use chatbots for affiliate promotion
- How to use Facebook ads for Affiliate marketing
 - Types of Facebook ads for affiliate marketing
 - Utilization of chat-bots for affiliate marketing

12 Sales Funnels

(Duration: 2 Hours)

- Learn the importance of sales funnels
- Example of sales funnels
- How to setup your own sales funnel for your product/service based business
- Step-by-Step process of creating an effective sales funnel that generates cash/sales on autopilot



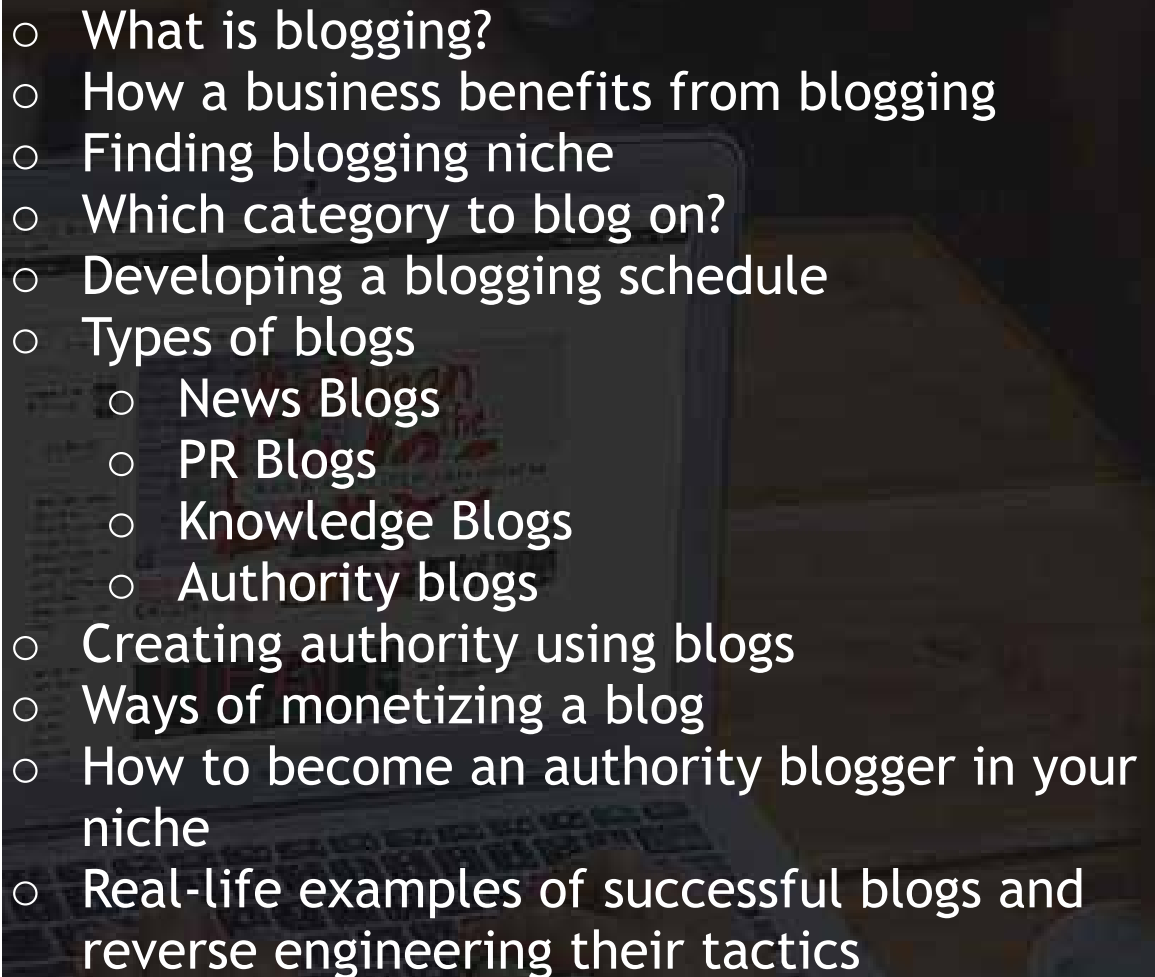
13 Google Analytics

(Duration: 4 Hours)

- What is Google analytics
- Why to use Google analytics?
- Learning the structure of Google analytics
- Find best performing pages of your website from Google analytics
- Finding the traffic sources
- Analyzing pages of your website on GA
- Function of custom reports
- How to use custom reports
- How to make a custom report
- Ecommerce tracking from GA
- Setting up goals and conversion values on GA
- Analyzing audience from GA
- Best practices of using GA for your business

14 Blogging

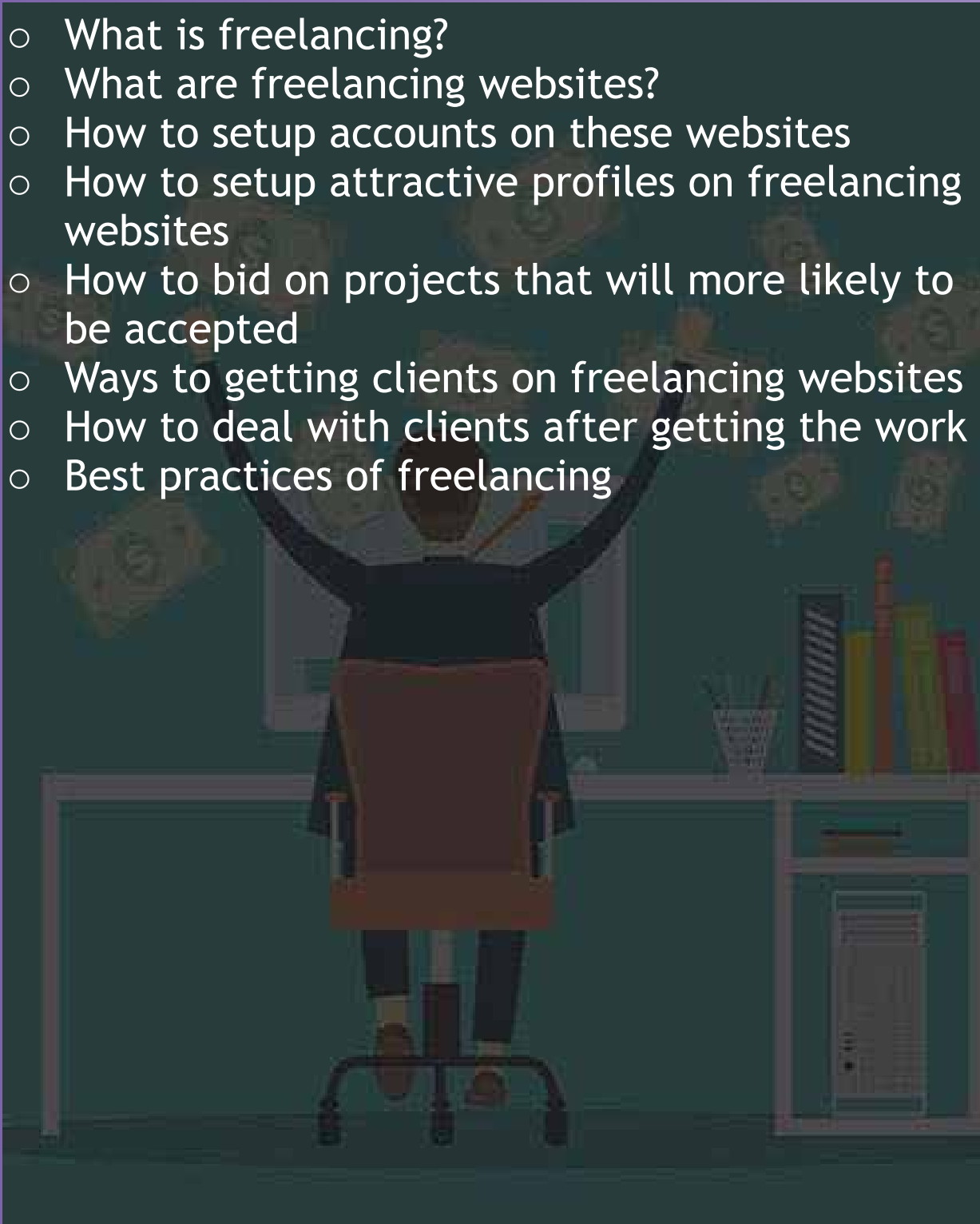
(Duration: 4 Hours)

- What is blogging?
 - How a business benefits from blogging
 - Finding blogging niche
 - Which category to blog on?
 - Developing a blogging schedule
 - Types of blogs
 - News Blogs
 - PR Blogs
 - Knowledge Blogs
 - Authority blogs
 - Creating authority using blogs
 - Ways of monetizing a blog
 - How to become an authority blogger in your niche
 - Real-life examples of successful blogs and reverse engineering their tactics
- 

15 Freelancing

(Duration: 6 Hours)

- What is freelancing?
- What are freelancing websites?
- How to setup accounts on these websites
- How to setup attractive profiles on freelancing websites
- How to bid on projects that will more likely to be accepted
- Ways to getting clients on freelancing websites
- How to deal with clients after getting the work
- Best practices of freelancing



16

Develop Online Ad. Strategy

(Sub Module: Social Media Marketing)

(Duration: 2 Hours)

The background of the slide features a dark grey area with a large, solid purple rectangle in the center. To the right of the purple rectangle, there is a vertical strip containing several colorful icons: a stylized eye, a star, a speech bubble, a magnifying glass, a person silhouette, a globe, a heart, a smiley face, and the text 'SMS'. At the bottom left, there is a faint illustration of a hand holding a smartphone.

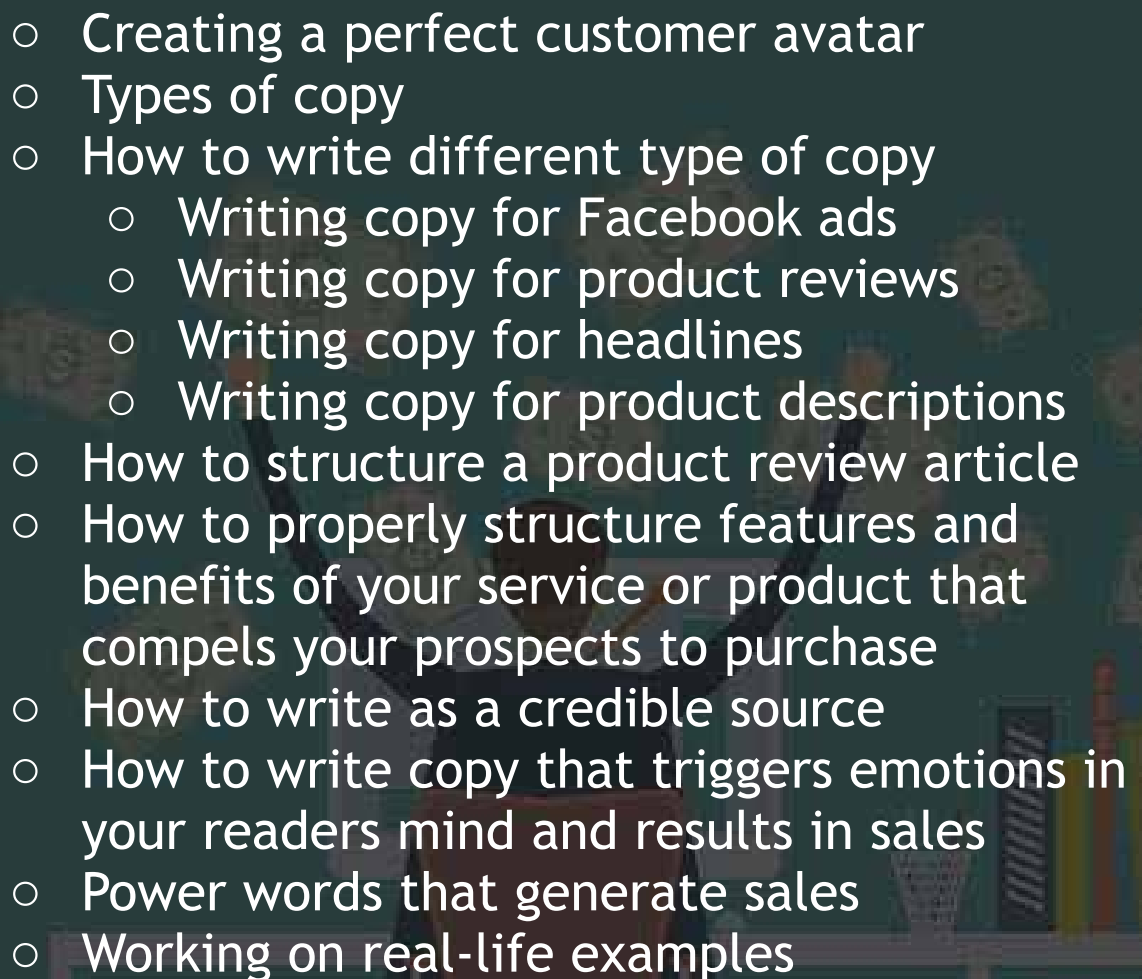
Building an Effective
Online Advertising
Strategy

17 Making Money From Dropshipping

- What is dropshipping
- Choosing products to sell via dropshipping model
- Setting up perfect website for dropshipping business
- Useful tools and plugins required to run dropshipping business
- Finding marketplaces
- Finding right suppliers for dropshipping
- How to build relationship with those suppliers
- How to add products on your website
- How to promote the products to generate sales
 - How to use Facebook ads for promotion
 - How to use SEO for promotion
 - How to use Youtube for promotion
 - How to generate organic traffic
- How to scale your drop shipping business

**Modules &
Masterclasses
Coming Soon**

18 Learn copywriting to boost your conversion

- Creating a perfect customer avatar
 - Types of copy
 - How to write different type of copy
 - Writing copy for Facebook ads
 - Writing copy for product reviews
 - Writing copy for headlines
 - Writing copy for product descriptions
 - How to structure a product review article
 - How to properly structure features and benefits of your service or product that compels your prospects to purchase
 - How to write as a credible source
 - How to write copy that triggers emotions in your readers mind and results in sales
 - Power words that generate sales
 - Working on real-life examples
- 

19 Amazon FBA Business

- Creating account
 - Options to create your account
- How to do product research
- How to launch your selected product suppliers
- How to find profitable keywords
- How to launch your first product
- How to market the market on Amazon
- How to generate sales
- How to receive payments from Amazon
- And much more

