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FULL STACK
DIGITAL MARKETING WITH FREELANCING

DURATION 6 MONTHS



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ABOUT US

NS Training is a leading IT training institute specializing in empowering individuals with industry-ready skills. Our mission is to provide top-tier education and practical training in digital marketing, equipping you with the tools and techniques needed to succeed in today's fast-paced online environment.

65000+	100,000+	100M+	500,000+
Student worldwide	Certificates	Course Impressions	Social Media Family

WHY US

- Expert Trainers: Learn from digital marketing professionals with real-worldexperience.
- Hands-on Projects: Focus on live campaigns and practical implementation.
- Freelancing Guidance: Learn how to monetize your skills and grow your client base.
- Job Assistance: Internship and job opportunities with leading agencies and companies.
- Comprehensive Curriculum: Covering social media, SEO, Google Ads, WordPress, and more.

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WE OFFER

- **Social Media Marketing:** From creating content to running paid campaigns.
- **Lead Generation & Advanced CRM:** Learn to capture, nurture, and convert leads.
- **WordPress Development / Shopify:** Build and optimize websites or E-commerece store for marketing purposes.
- **Search Engine Optimization (SEO):** Rank websites higher in search engines.
- **Google Ads & PPC:** Create and manage effective paid advertising campaigns.
- **Final Project & Freelancing:** Create a digital marketing project for your portfolio and learn to freelance.
- **Bonus:** Communication Skills and Personality Development

SALIENT FEATURES

- **Cutting-Edge Curriculum:** Up-to-date content based on the latest digital marketing trends.
- **Live Campaigns:** Work on real marketing campaigns and case studies.
- **Freelancing Module:** Learn to monetize your skills on platforms like Upwork and Fiverr.
- **Portfolio Building:** Develop a portfolio that showcases your ability to manage and execute marketing campaigns.
- **Career Support:** Assistance with job placements, internships, and freelancing opportunities.

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WHY THIS COURSE?

This Full **Stack Digital Marketing** course equips you with both the foundational knowledge and advanced techniques to excel in the fast-growing field of digital marketing. Whether you want to start a new career, enhance your existing skills, or build a successful freelance business, this course covers all aspects of digital marketing to ensure your success.

WHY LEARN DIGITAL MARKETING?

Digital marketing is one of the fastest-growing industries worldwide. As more businesses move online, the demand for skilled digital marketers continues to rise. By learning digital marketing, you gain the ability to drive traffic, engage audiences, generate leads, and convert sales across digital platforms, positioning

COURSE OBJECTIVES

- Master the core concepts of digital marketing including social media, SEO, content, and paid ads.
- Develop and execute digital marketing strategies for brands, businesses, or personal projects.
- Build proficiency in essential marketing tools such as Google Ads, WordPress, and analytics platforms.
- Create high-converting marketing campaigns and measure their performance.
- Learn to monetize your digital marketing skills by becoming a successful freelancer.
- Build a comprehensive portfolio with real-world marketing projects.
- Gain communication and personal branding skills to enhance client and team interactions.

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WHO SHOULD ATTEND?

- **Aspiring Digital Marketers:** Individuals looking to break into the industry.
- **Freelancers:** Professionals wanting to expand their services and increase earnings.
- **Business Owners:** Entrepreneurs aiming to grow their online presence and sales.
- **Marketing Professionals:** Those seeking to update their skills with the latest in digital marketing.
- **Students and Graduates:** Individuals looking for a career in one of the most in-demand industries.

COURSE CURRICULUM: MODULES

Module 1:
Social Media Marketing
Module 2:
Lead Generation & Advanced CRM
Module 3:
WordPress / Shopify Development
Module 4:
Search Engine Optimization (SEO)
Module 5:
Google Ads & PPC
Module 6:
Final Project & Freelancing

Bonus: Communication Skills and Personality Development

MODULE 1: SOCIAL MEDIA MARKETING

- Digital vs. Traditional Marketing: Understanding the differences and how to navigate the modern marketing landscape.
- The Evolution of Social Media: Why businesses must adapt or risk becoming obsolete.
- Business vs. Job Mindset: Fostering an entrepreneurial mindset for success in social media marketing.
- The Importance of Digital Media Marketing: Why it is a strategic necessity for businesses today.
- Zero-Investment Business Models: Exploring entrepreneurial opportunities through social media platforms.
- Integrating Social Media Networks: Developing a cohesive marketing strategy that spans multiple social platforms.

MARKET RESEARCH

- **Overview of Social Media Platforms:** Understanding the different types and their unique advantages.
- **Product vs. Service-Based Marketing vs. Influencer Marketing:** Key distinctions and strategies.
- **Niche Analysis & Market Selection:** How to identify and target your specific market.
- **Defining Marketing Challenges and Opportunities:** Developing a solid marketing research plan.
- **Data Collection & Analysis:** Using research to inform decision-making with SWOT analysis.
- **Branding Fundamentals:** Creating a brand name, slogan, and selecting primary colors.
- **Competitor Analysis:** Utilizing social media to analyze and understand your competition.
- **Using Type Forms & Data Collection Tools:** Enhancing customer insights with integrated solutions.

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FACEBOOK MARKETING

- Creating and Optimizing a Facebook Business Page: Strategies for page growth and engagement.
- Facebook Artwork and Page Settings: Ensuring professional design and proper setup.
- Growing Your Audience: Effective strategies for organic growth and engagement.
- Utilizing Facebook Features: Events, offers, shop, and job postings to enhance user experience.
- Content Creation Tools: Unleashing creativity using Canva and other platforms.
- Content Calendar & Peak Hours: Optimizing posts for maximum engagement.
- Understanding Organic vs. Paid Reach: How to leverage both for effective results.

REACHING YOUR AUDIENCE ON FACEBOOK PLATFORMS

- Meta Business Suite: Leveraging tools to boost business operations.
- Setting Up Business Accounts: Best practices for business infrastructure in Meta.
- Audience Insights & Ad Account Creation: Understanding your audience and optimizing
- campaigns.
  Handling Account Quality Issues: Solutions to maintain
- account health and improve performance.

CONTENT SCHEDULING & BUSINESS MANAGER

- Content Formats for Facebook: Exploring different types of content for effective scheduling.
- Sales Funnels & Automated Ads: Integrating these into your marketing strategy forconversions.
- Sound Collection for Ads: Adding creative elements to enhance user experience.

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SETTING UP ADS MANAGER

- Choosing the Right Campaign Objectives: Aligning ad objectives with business goals.
- Ad Set Management & Audience Targeting: Optimizing audience selection for better performance.
- Creative Ad Strategies: Crafting impactful ads that resonate with your target audience.
- Budgiing and Bid Strategies: : Ensuring efficient use of resources to maximize ad ROI.
- A/B Testing & Analysis: Continuously improving campaigns through data-driven insights.

FACEBOOK MONETIZATION

- Maximizing Revenue Through Facebook Monetization: Unlocking platform features for earning.
- Monetization Eligibility & Compliance: Understanding Facebook's monetization rules.
- Video Monetization & Copyright-Free Content: Best practices for video content monetization.
- Promoting Videos & Connecting with Your Domain: Increasing engagement and integrating content with your website.

FACEBOOK MESSENGER MARKETING & META ECOMMERCE

- Optimizing Messenger for Business Growth: Leveraging automatic messages and advanced messaging for engagement.
- Creating a Facebook Shop & Marketplace: Listing products and driving sales through Meta's eCommerce tools.

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INSTAGRAM MARKETING

- Setting Up a Business Instagram Account: Steps for maximizing engagement and generating sales.
- Content Creation for Instagram: Crafting engaging content that aligns with platform algorithms.
- Influencer Marketing & Hashtag Strategy: Collaborating with influencers and leveraging hashtags for visibility.
- Organic Marketing on Instagram Threads: Utilizing Threads to expand reach.

INSTAGRAM ADVERTISING

- Instagram Ads Strategies: Reaching the right audience and choosing the best ad formats.
- Effective Video Marketing on Instagram: Enhancing engagement through video ads.
- Audience Expansion & Targeting: Building and verifying targeted audience profiles

PINTEREST ADVERTISING & MARKETING

- Profile Setup & Optimization: Mastering personal, creator, and business profiles for success.
- Pinterest as a Sales Tool: Driving affiliate marketing and using Pinterest ads for growth.
- Analyzing Pinterest Trends: Using analytics to improve your marketing strategy.

TWITTER MARKETING & ADVERTISING

- Leveraging Twitter for Business: Crafting tweets that trend and attract followers.
- Organic Promotion Strategies: Growing your audience through genuine engagement.
- Twitter Ad Campaigns & Analytics: Running ads and gaining insights from Twitter analytics.

LINKEDIN ADVERTISING & MARKETING

- Building a Professional LinkedIn Profile: Best practices for quality clients.
- LinkedIn Content Creation Strategies: Maximizing reach through content marketing.
- B2B Networking & Lead Generation: Leveraging LinkedIn for business development and sales.

FINAL PROJECTS

- Launching Your Own Social Media Marketing Agency: Steps to becoming an entrepreneur.
- Freelancing Success: Strategies for securing freelance clients on platforms like Fiverr and Upwork.
- Mastering Job Applications in Social Media Marketing: How to position yourself for a successful career.
- Pitching to Clients: Developing persuasive pitches that attract and retain clients.

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MODULE 2: LEAD GENERATION WITH ADVANCED CRM (ZOHO, HUBSPOT, GALLABOX)

OVERVIEW

- What is Lead Generation in Digital Marketing?
- The role of lead generation in the sales funnel
- Pull vs. Push lead generation strategies
- Introduction to CRM (Customer Relationship Management) systems
- Importance of integrating CRM tools (ZOHO, HubSpot, Gallabox) with lead generation strategies
- How CRMs enhance lead nurturing

LEAD GENERATION FUNDAMENTALS

- Defining a lead: MQL (Marketing Qualified Lead) vs. SQL (Sales Qualified Lead)
- Inbound vs. Outbound lead generation
- Popular lead generation channels: Organic, Paid, Email, Social Media
- Key metrics in lead generation: Cost per Lead (CPL), Conversion Rate, and Customer Lifetime Value (CLV)
- Creating lead magnets: Free resources (eBooks, webinars, free trials) to capture leads
- Understanding the buyer's journey: Awareness, Consideration, Decision stages

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SETTING UP AND OPTIMIZING CRM SYSTEMS

ZOHO CRM

- Overview of ZOHO CRM: Key features and setup
- How to customize ZOHO CRM for lead management
- Setting up lead scoring and segmentation
- Creating automated workflows for lead nurturing
- Integrating ZOHO CRM with landing pages and forms for lead capture
- Using ZOHO Analytics for tracking lead behavior and pipeline progress

HUBSPOT CRM

- Overview of HubSpot CRM: Key features and setup
- Building landing pages and forms directly in HubSpot
- Setting up lead scoring and automatic lead qualification
- Using HubSpot's marketing automation features for drip campaigns and nurturing sequences
- Integrating HubSpot with email marketing and social media tools for seamless lead generation
- HubSpot's reporting and dashboards: Measuring lead performance and ROI

GALLABOX CRM

- Introduction to Gallabox for lead generation
- Using Gallabox for automated customer interactions (WhatsApp, chatbots, etc.)
- Setting up lead capture via messaging and communication channels
- How Gallabox helps businesses with multi-channel lead management
- Managing customer communications and lead nurturing via Gallabox's automation tools
- Real-time tracking and reporting in Gallabox

KEY COMPONENTS OF LEAD GENERATION STRATEGIES

Landing Pages:

- Designing high-converting landing pages with clear CTAs
- Importance of A/B testing landing pages for optimizing conversions

Lead Forms:

- Best practices for lead forms (length, design, and placement)
- Integrating lead forms with CRM for automatic lead capture

Lead Magnets:

- Creating irresistible offers (free trials, whitepapers, case studies)
- Using gated content to increase lead capture rates

Call-to-Action (CTA):

- Crafting persuasive CTAs to drive lead conversions
- Placing CTAs effectively across website, social media, and email

Email Marketing for Lead Generation:

- Using email sequences for lead nurturing
- Best practices for follow-ups and re-engagement emails

Social Media Lead Generation:

- How to use Facebook Lead Ads, LinkedIn Lead Gen Forms, and Instagram Ads to capture leads
- Importance of retargeting to re-engage potential leads

LEAD SCORING AND SEGMENTATION

What is Lead Scoring?

- Defining criteria for lead scoring (engagement, demographics, behavior)
- Assigning scores based on interactions (email opens, clicks, form submissions)

Lead Segmentation:

- Categorizing leads by industry, geography, behavior, and interests
- Using CRM tools for automated segmentation and grouping
- How segmentation improves lead nurturing and personalization

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LEAD NURTURING AND AUTOMATION

- Setting up automated workflows in CRM systems (ZOHO, HubSpot, Gallabox)
- Drip marketing campaigns: Nurturing leads over time
- Crafting personalized content for each stage of the sales funnel
- Re-engaging cold leads with remarketing and automated follow-ups
- Using email automation for lead nurturing sequences
- Tracking lead behavior to adjust nurturing strategies in real-time

ADVANCED CRM INTEGRATIONS FOR LEAD GENERATION

- Integrating CRM systems with landing pages and web forms for automatic lead entry
- Using third-party integrations (Zapier, API connections) to sync CRM with other tools
- How to connect ZOHO, HubSpot, or Gallabox with email marketing platforms (Mailchimp, ActiveCampaign)
- Using CRM integrations for social media lead generation
- Multi-channel integrations for advanced lead management (WhatsApp, SMS, chatbots via Gallabox)

CONVERSION RATE OPTIMIZATION (CRO)

- Optimizing lead generation campaigns for higher conversion rates
- Using CRM data to identify bottlenecks in the sales funnel
- Conducting A/B testing for landing pages, email sequences, and CTAs
- Best practices for improving landing page speed and user experience
- Understanding customer behavior using CRM analytics to improve lead conversion

MEASURING PERFORMANCE AND ANALYTICS

- Using ZOHO, HubSpot, and Gallabox dashboards to monitor lead generation KPIs
- Key metrics to track: CPL (Cost Per Lead), Conversion Rate, Customer Acquisition Cost (CAC)
- Setting up custom reporting for client presentations and stakeholder updates
- Analyzing data from A/B tests and optimizing lead generation tactics
- Tracking pipeline performance and lead progress through CRM

EMAIL MARKETING

What is Email Marketing?

- Definition and importance of email marketing
- Understanding the role of email in nurturing leads and driving conversions
- Types of email campaigns: Newsletters, transactional,
- promotional, and triggered emails

Building an Email List:

- Strategies for growing a quality email list (opt-in forms, lead magnets, gated content)
- Best practices for email list segmentation (demographics, behavior, buying stage)
- The importance of maintaining a healthy email list (list hygiene, unsubscribe management)

Email Marketing Tools & Platforms:

- Overview of top email marketing platforms (Mailchimp, ActiveCampaign, Constant Contact)
- Integrating email marketing with CRM systems (HubSpot, ZOHO, Gallabox)
- Setting up automated email campaigns and workflows
- Using email analytics (open rates, click-through rates, conversion rates) to improve campaign performance

Designing Effective Email Campaigns:

- Email design best practices: Subject lines, visuals, and copywriting tips
- Creating responsive email designs for mobile and desktop
- How to craft compelling calls-to-action (CTAs) for higher conversions
- Personalization strategies for email content (dynamic content, personalized product recommendations)

Email Automation & Drip Campaigns:

- Setting up automated email sequences for lead nurturing and onboarding
- Using drip campaigns to educate and move leads through the sales funnel
- Trigger-based emails: Behavioral automation (cart abandonment, purchase follow-up)
- A/B testing emails: Subject lines, CTA placements, content length, and more

Measuring Email Campaign Success:

- Key metrics to monitor: Open rate, click-through rate (CTR), bounce rate, unsubscribe rate, conversion rate
- How to track ROI on email campaigns
- Conducting post-campaign analysis to optimize future efforts

CONTENT MARKETING

What is Content Marketing?

- Definition and significance of content marketing in digital strategy
- Role of content in building trust, authority, and brand awareness
- The content marketing funnel: Awareness, consideration, decision-making

Creating a Content Strategy

- Conducting content audits and competitive analysis
  Defining content goals aligned with business objectives

- Mapping content to the buyer's journey (top, middle, and bottom of the funnel content)
- Choosing content formats: Blogs, videos, infographics, podcasts, case studies,whitepapers

Content Creation Best Practices

- Writing SEO-optimized content to rank higher in search engines
- Crafting compelling headlines and introductions to engage readers
- Using storytelling in content to create emotional connections with the audience
- Visual content strategies: Infographics, data visualization, and interactive content

Content Distribution Channels

- dentifying the right channels for content distribution (owned, earned, and paid media)
- Using social media platforms for content promotion
- veraging email marketing to distribute content and engage subscribers
- Using content syndication for broader reach

Measuring Content Performance

- Tracking content marketing success with tools like Google Analytics, SEMrush, and HubSpot
- Key performance indicators (KPIs) for content marketing: Engagement, traffic, conversions, backlinks
- Using content data to refine and optimize future content strategies

Content Repurposing and Scaling

- Repurposing content across different formats (blog to video, video to infographic, etc.)
- Scaling content creation through content calendars and automation tools
- Collaborating with influencers, guest bloggers, and industry experts to amplify reach

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AFFILIATE MARKETING

What is Affiliate Marketing?

- Definition of affiliate marketing and its role in performance-based marketing
- The affiliate marketing ecosystem: Merchants, affiliates, customers
- How affiliate marketing drives conversions through third-party partnerships

Setting Up an Affiliate Program

- Choosing the right affiliate marketing platform (ShareASale, CJ Affiliate, Rakuten)
- Identifying and recruiting the right affiliates (influencers, bloggers, publishers)
- Setting commission structures: CPA (Cost Per Action), CPS (Cost Per Sale), CPC (CostPer Click)
- Creating affiliate marketing guidelines and contracts

Affiliate Marketing Strategies

- Creating attractive offers for affiliates to promote
- Developing effective marketing assets for affiliates (banners, product images, contenT templates)
- Using influencer marketing as part of your affiliate strategy
- Integrating affiliate marketing with other digital marketing channels (email, social media, content)

Tracking and Analyzing Affiliate Performance

- Setting up tracking codes to monitor affiliate performance (links, cookies)
- Using affiliate marketing dashboards to analyze sales, clicks, and commissions
- Key metrics to track: Conversion rates, average order value (AOV), return on investment (ROI)
- Optimizing your affiliate program based on performance insights

Best Practices for Managing Affiliate Relationships

- Building strong, long-term relationships with top affiliates
- Offering timely payouts and bonuses for high-performing affiliates
- Providing regular updates, tips, and new promotions to keep affiliates engaged
- Monitoring affiliate content for brand compliance and quality assurance

MODULE 3: WORDPRESS DEVELOPMENT (OPTIONAL)

INTRODUCTION TO WORDPRESS

- What is WordPress?
- History of WordPress and its Evolution
- Open Source vs. Proprietary Platforms
- WordPress as a Content Management System (CMS)
- Key Features and Benefits of WordPress
- Types of Websites You Can Build with WordPress

WORDPRESS INSTALLATION AND SETUP

- Local vs. Web Hosting Installation
- Domain Name and Hosting Setup
- Installing WordPress Manually and via Hosting Panel, Softaculous)
- Navigating the WordPress Dashboard
- Configuring Basic Settings: General, Permalinks, Users, and more
- SSL Setup for Secure Websites

THEMES AND DESIGN CUSTOMIZATION

- Understanding WordPress Themes: Free vs. Premium
- Selecting and Installing Themes from the WordPress Directory
- Customizing Themes: Working with the Customizer, Widgets, and Menus
- Page Builders: Introduction to Elementor, Divi, and WPBakery
- Creating Custom Layouts and Page Templates
- Designing Responsive Websites: Mobile and Tablet Optimization

PLUGINS AND FUNCTIONALITY ENHANCEMENT

- What Are Plugins? Importance and Use
- Installing, Activating, and Managing Plugins
- Essential Plugins: SEO, Security, Backup, and Performance
- Customizing Plugins for Specific Functionality
- Creating Custom Plugins: Introduction to Plugin Development
- Troubleshooting Plugin Conflicts and Issues

WORDPRESS SEO

- WordPress SEO Basics: Permalinks, Titles, and Descriptions
- SEO Plugins: Setting Up Yoast SEO or RankMath
- Optimizing Pages and Posts for Search Engines
- XML Sitemaps and Meta Tags Integration
- Image Optimization: ALT Tags and Compression
- Creating SEO-Friendly URL Structures

E-COMMERCE INTEGRATION (WOOCOMMERCE)

- Introduction to WooCommerce: Setting Up an Online Store
- Adding and Managing Products: Physical, Digital, and Services
- Payment Gateway Integration: PayPal, Stripe, and Local Gateways
- Configuring Shipping and Tax Settings
- Customizing WooCommerce Templates for Your Brand
- Managing Orders, Inventory, and Customer Accounts
- WooCommerce Plugins for Extended Functionality

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CONTENT CREATION AND MANAGEMENT

- Understanding Pages vs. Posts: Best Practices for Organization
- Using the WordPress Editor (Gutenberg) and Classic Editor
- Formatting Text, Images, and Videos
- Embedding External Media: YouTube, Vimeo, and Social Media
- tructuring Content with Categories, Tags, and Custom Taxonomies
- Scheduling and Publishing Posts for Regular Content Updates

SECURITY AND MAINTENANCE

- Importance of WordPress Security
- Implementing Basic Security Measures: SSL, Firewalls, and Password Protection
- Essential Security Plugins (Wordfence, iThemes, etc.)
- Backing Up Your WordPress Website: Tools and Best Practices
- Updating WordPress Core, Themes, and Plugins Safely
- Cleaning Up Malware and Recovering Hacked Sites
- Regular Maintenance Tasks: Database Optimization and Cleanup

ADVANCED WORDPRESS DEVELOPMENT

- Custom Post Types and Taxonomies
- Understanding the WordPress Database Structure
- Creating Custom Fields and Meta Boxes with ACF (Advanced Custom Fields)
- Integrating APIs into Your WordPress Site
- Theme Development: Creating Child Themes and Custom Themes
- Introduction to WordPress Hooks: Actions and Filters
- Advanced Theme Customization with PHP and CSS

PERFORMANCE OPTIMIZATION

- Why Website Speed Matters: SEO and User Experience
- Caching Plugins: WP Rocket, W3 Total Cache, and Autoptimize
- Image Optimization for Faster Load Times
- Minifying CSS, HTML, and JavaScript Files
- Implementing a Content Delivery Network (CDN) for Global Reach
- Database Optimization: Cleaning Revisions, Spam, and Unused Data
- Lazy Loading for Images and Videos

WORDPRESS MULTISITE

- What is WordPress Multisite?
- Setting Up a Multisite Network
- Managing Multiple Sites from a Single Dashboard
- User Roles and Permissions in a Multisite Setup
- Best Practices for Running a WordPress Network
- Scaling and Maintaining Multisite for Large Networks

WORDPRESS MULTISITE

- What is WordPress Multisite?
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MODULE 3: SHOPIFY DEVELOPMENT (OPTIONAL)

INTRODUCTION TO SHOPIFY

- What is Shopify? Overview of the platform.
- History of Shopify and its Evolution.
- Shopify vs. Other E-commerce Platforms: Strengths and Use Cases.
- Types of Online Stores You Can Build with Shopify.
- Key Features and Benefits of Shopify

SHOPIFY ACCOUNT SETUP

- Creating a Shopify Account: Trial and Paid Plans.
- Navigating the Shopify Dashboard.
- Configuring Store Settings: General, Taxes, Shipping, and Payments.
- Domain Name Setup: Using Shopify's Domain or Connecting Your Own.
- Shopify Security: SSL Setup for Secure Transactions.

SHOPIFY THEMES AND STORE DESIGN

- Exploring Shopify Themes: Free vs. Paid Options.
- Customizing Themes: Working with Shopify's Theme Editor.
- Introduction to Shopify's Liquid Templating Language.
- Designing a Responsive Store: Mobile, Tablet, and Desktop Optimization.
- Adding and Managing Pages, Menus, and Sections.
- Customizing Your Store's Look with Colors, Fonts, and Logos.

PRODUCT MANAGEMENT

- Adding Products: Titles, Descriptions, and Media.
- Organizing Products with Collections: Automated vs. Manual Collections.
- Product Variants: Sizes, Colors, and Other Attributes.
- Inventory Management: Tracking Stock Levels.
- Pricing Strategies: Discounts, Sales, and Price Adjustments.
- Bulk Importing Products: CSV Files and Shopify Import Tools.

SHOPIFY APPS AND FUNCTIONALITY ENHANCEMENT

- What Are Shopify Apps? Overview of Shopify's App Store.
- Installing and Managing Apps: Adding Functionality to Your Store.
- Essential Shopify Apps for SEO, Email Marketing, and Social Proof.
- Customizing Apps for Specific Business Needs.
- Managing Shopify App Conflicts and Compatibility Issues.

SHOPIFY SEO AND MARKETING TOOLS

- Shopify SEO Basics: Title Tags, Meta Descriptions, and Alt Text.
- Integrating Google Analytics and Facebook Pixel with Shopify.
- Optimizing Product Pages for Search Engines: URL Structures and Keywords.
- Shopify SEO Apps: Overview of Smart SEO and Plug-In SEO.
- Blogging with Shopify: Creating SEO-Friendly Blog Posts.
- Utilizing Shopify's Built-In Marketing Tools: Email Campaigns and Discounts

PAYMENT GATEWAYS AND CHECKOUT PROCESS

- Setting Up Shopify Payments: Integration with Credit Cards and PayPal.
- Configuring Third-Party Payment Gateways for Local or International Transactions.
- Setting Up the Checkout Process: Customizing Customer Experience.
- Managing Abandoned Carts: Recovery Strategies and Automated Emails.
- Fraud Prevention: Shopify's Built-in Tools for Secure Transactions.

SHOPIFY SHIPPING AND FULFILLMENT

- Setting Up Shipping Zones and Rates: Free vs. Flat Rate Shipping.
- Shipping Integrations: Working with USPS, FedEx, UPS, and DHL.
- Print-On-Demand and Drop-Shipping Integration.
- Managing Fulfillment Services: Automating Orders and Tracking.
- Handling International Shipping: Taxes, Duties, and Global Delivery.

E-COMMERCE ANALYTICS AND REPORTING

- Overview of Shopify Analytics: Understanding Sales Reports.
- Monitoring Customer Behavior: Insights into Traffic, Purchases, and Abandonment.
- Conversion Tracking: Tools for Measuring Success.
- Understanding Financial Reports: Profit Margins, Revenue,
- and Costs.
  Exporting Reports for Business Planning and Strategy.

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SHOPIFY SECURITY AND MAINTENANCE

- Keeping Your Shopify Store Secure: Best Practices and SSL Encryption.
- Managing User Access and Permissions: Collaborators and Staff Accounts.
- Backing Up Your Shopify Store: Tools and Techniques. Regular Maintenance Tasks: Updating Themes, Apps, and Plugins.
- Handling Security Breaches: Identifying and Resolving Threats.

ADVANCED SHOPIFY DEVELOPMENT

- Customizing Shopify Themes with HTML, CSS, and Liquid.
- Advanced Theme Customization: Working with Shopify Scripts.
- Shopify API Integration: Connecting External Tools and Services.
- Building Custom Shopify Apps: Introduction to App Development.
- Multilingual Shopify Stores: Expanding to International Markets.

SHOPIFY PLUS FOR ENTERPRISE STORES

- What is Shopify Plus? Features and Benefits for Large Businesses.
- Managing High-Volume Sales and Complex Operations.
- Advanced Automation: Shopify Flow and Launchpad.
- Handling Wholesale Channels: Setting Up B2B and Retail Sales.
- Best Practices for Scaling Shopify Plus Stores.

FINAL PROJECT: LAUNCHING YOUR SHOPIFY STORE

- Creating a Full Shopify Store: From Concept to Launch.
- Integrating Product Pages, Collections, and Marketing Tools.
- Preparing for Store Launch: Testing and Debugging.
- Launching Your Store: Managing the First Week's Operations.
- Post-Launch Strategies: Analyzing Results and Improvements.

MODULE 4: SEARCH ENGINE OPTIMIZATION (SEO)

OVERVIEW

- **What is SEO?** An introduction to Search Engine Optimization.
- **History of Search Engines:** Exploring Google, Bing, Yahoo, Ask, Baidu, and others.
- The Growth of Search Engines in the Digital Era.
- **Types of Marketing:** Understanding SEO as a type of pull marketing.
- **Purpose of SEO:** Why SEO matters for businesses.
- **How Google Search Works:** A deep dive into Google's search algorithm and the basics of SEO.
- **Search Engine Cycle:** Understanding how search engines operate.
- **SEO Success Factors:** Key elements that influence search rankings.
- **What is Google Ranking?** Exploring how websites are ranked and the benefits of high rankings.

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KEYWORD RESEARCH

- What are Keywords? The importance of keywords in website marketing.
- Purpose of Keyword Research: How to effectively use keywords in SEO.
- Keyword Research Tools: Exploring search volumes, competition, and business priorities.
- Using Keyword Planner & Other Tools: Online tools and desktop applications for keyword research.
- Keyword Mapping: Assigning keywords to website pages.
- Prioritizing Keywords: Distinguishing between high and low-priority keywords.
- Keyword Types: Understanding primary, secondary, LSI, and competitive keywords.
- Keyword Management in Excel: Organizing and analyzing keywords using formulas

ON-PAGE SEO

- What is On-Page SEO? Understanding the difference between On-Page and Off-Page SEO.
- HTML Basics & Keyword Integration: How to use keywords effectively in HTML and website content.
- Optimizing URLs, Meta Tags, and Descriptions: Best practices for keyword usage.
- Image Optimization: Choosing the right images and using ALT tags.
- Crawling & Indexing: The difference between these two concepts and how to optimize for them.
- Sitemaps & Robots.txt: How to create XML/HTML sitemaps and optimize robots.txt files.
- Anchor Text Fundamentals: Best practices for anchor text and internal linking strategies.
- Google Search Console & Bing Webmaster Tools: Tools to analyze and improve your SEO.

- SEO & Web Design: Making user-friendly design choices that align with SEO best practices.
- Bounce Rate: How web design influences user engagement.

TECHNICAL SEO

- URL Architecture & Page Speed: Tools and strategies to analyze and improve page speed (GTMetrix, Pingdom, Google Page Speed Checker).
- Fixing Broken Links: Identifying and resolving broken links to improve SEO.
- Mobile Optimization: Ensuring your website is mobile-friendly and crawlable.
- Structured Data & AMP: Using structured data and AMP to enhance your website's performance.
- Crawlability & Indexing: Ensuring all important resources are crawlable and indexed.
- Internal Links & Sitemap Reviews: Auditing internal links and reviewing your sitemap for SEO optimization.

LINK BUILDING (OFF-PAGE SEO)

- What is Link Building? The purpose and types of backlinks.
- Types of Domains: Understanding TLDs & ccTLDs.
- Prioritizing Backlinks: How to assess and prioritize backlinks for SEO success.
- Competitor Research: Using backlink analysis to stay ahead of the competition.

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LOCAL SEO

- Local SEO Strategies: Tailoring SEO for local businesses.
- Social Media & Backlinking: Using platforms like Quora, Twitter, LinkedIn, Facebook, Google, and Pinterest for backlinking and SEO.
- Online Reputation Management: Building trust and visibility through reputation management.
- Targeting Local Audiences: Effective lead generation strategies for local markets.
- Local SEO Techniques: Optimizing for local keywords, addresses, and business categories.

SEO SITE AUDIT

- Pre-Launch Website Audit: Ensuring your site is SEO-ready before going live.
- Domain Name Selection: Choosing the right domain (brand name, exact match domain).
- Prototyping & Mockup Tools: Utilizing tools for brainstorming, prototyping, and mockups.
- Design & SEO Integration: Aligning logo, color schemes, and UX/UI with SEO principles.
- Post-Launch Audit: Performing a thorough on-page and off-page audit after launching.
- SEO Tools: Utilizing free, paid, and desktop SEO tools for comprehensive analysis.

AUDIT REPORTING

- Comprehensive Website Audits: Analyzing and reporting SEO audits for clients.
- Identifying Web Development Bugs: Ensuring your site meets Google's SEO standards.
- Google Algorithms: Understanding algorithm updates and their impact on search rankings.
- Search Algorithms & Machine Learning: An overview of key algorithm updates and the roleof machine learning in SEO.

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MODULE 5: GOOGLE ADS AND PPC ADVERTISING

OVERVIEW

- Definition of PPC Advertising: Understanding the concept of Pay-Per-Click
- The role of Google Ads in the PPC landscape
- Key components of Google Ads: Campaigns, Ad Groups, Ads, and Keywords
- Benefits of PPC Advertising for businesses: Immediate visibility, measurable results, and targeted reach
- The significance of PPC in a digital marketing strategy

INTRODUCTION TO GOOGLE ADS

- What is Google Ads? An overview of the platform
- Evolution of Google Ads: From Google AdWords to the current platform
- Types of Google Ads: Search, Display, Video, Shopping, and App Ads
- Understanding the auction-based advertising model and how it works
- The importance of Quality Score in Google Ads campaigns

SETTING UP A GOOGLE ADS ACCOUNT

- Step-by-step guide to creating a G ptions: Different payment models
- Structuring your Google Ads account: Campaigns, Ad Groups, and Ads explained
- Navigating the Google Ads interface: Dashboard features and tools
- Linking Google Analytics with Google Ads for comprehensive tracking

KEYWORD RESEARCH AND STRATEGY

- Importance of keyword research in PPC Advertising
- Tools for keyword research: Google Keyword Planner and other third-party tools
- Understanding keyword match types: Broad, Phrase, Exact, and Negative
- Analyzing keyword intent: Transactional vs. informational searches
- Developing a keyword strategy for effective targeting and bidding

CREATING SEARCH CAMPAIGNS

- Introduction to Search Campaigns and their objectives
- Crafting effective Search Ads: Importance of headlines, descriptions, and display URLs
- Understanding the Ad Auction process: How bids and Quality Score affect ad placement
- Utilizing Ad Extensions: Enhancing visibility with Sitelinks, Callouts, and more
- Best practices for optimizing Search Ads for higher click-through rates (CTR)

DISPLAY ADVERTISING AND REMARKETING

- Overview of Display Advertising: What it is and how it works
- Differences between Search and Display Advertising
- Understanding the Google Display Network (GDN) and its options
- Setting up remarketing campaigns: Targeting previous visitors to your site
- Best practices for creating effective display ads that capture attention

BIDDING STRATEGIES AND BUDGETING

- Introduction to different bidding strategies: Manual CPC, Enhanced CPC, Target CPA, and more
- How to set a budget for PPC campaigns: Daily vs. monthly budgeting
- Analyzing cost per click (CPC) and return on investment (ROI)
- Optimizing bidding strategies for campaign objectives and performance
- Understanding automated bidding options and Smart Bidding features

PERFORMANCE TRACKING AND ANALYTICS

- Importance of tracking campaign performance: Key metrics to monitor (CTR, CPC, Conversions)
- Setting up conversion tracking in Google Ads: Measuring success accurately
- Utilizing Google Analytics for deeper insights into PPC performance
- Analyzing A/B testing results for continuous improvement
- Creating performance reports for stakeholders and clients

ADVANCED OPTIMIZATION TECHNIQUES

- Implementing advanced optimization techniques for better campaign performance
- The role of A/B testing in optimizing ad creatives, landing pages, and targeting strategies
- Techniques for improving Quality Score and ad relevance
- Leveraging audience segmentation: Targeting by demographics, interests, and behaviors
- The importance of ongoing optimization and adjustment based on data insights

GOOGLE SHOPPING AND VIDEO ADS

- Overview of Google Shopping Ads: Setting up and optimizing Shopping campaigns
- Best practices for managing product feeds and optimizing for visibility
- Introduction to YouTube Ads: Types of video ads and their placement options
- Targeting options for YouTube Ads: Demographics, interests, and keywords
- Measuring success and performance of Shopping and Video Ads

CASE STUDIES AND REAL-WORLD EXAMPLES

- Analyzing successful PPC campaigns: What worked and why
- Learning from failed PPC campaigns: Common pitfalls and how to avoid them
- Industry-specific case studies: Retail, eCommerce, B2B, and local businesses
- Competitive analysis: How to leverage insights from competitors' PPC strategies

MODULE 6: FINAL PROJECT & FREELANCING

What is Freelancing?

- Definition and benefits of freelancing in digital marketing
- The growing demand for digital marketing freelancers
- Key differences between full-time employment and freelancing

Choosing the Right Platform

- Overview of popular freelancing platforms (Fiverr, Upwork, Freelancer)
- Pros and cons of each platform for digital marketing services
- How to choose the best platform based on your niche and skillset

Creating a Freelancer Profile

- Crafting a standout freelancer profile: Headline, summary, portfolio, and services
- Importance of a well-designed portfolio and case studies to showcase your work
- Best practices for setting up profiles on Fiverr and Upwork
- How to price your services competitively without undercutting your value

FREELANCING ON FIVERR

How Fiverr Works

- Introduction to Fiverr's platform: Gigs, pricing models, and project scope
- Setting up and optimizing Fiverr gigs for digital marketing services (SEO, Social Media,Ads)
- Understanding Fiverr's search algorithm and how to rank higher in search results
- Strategies to create attractive gig descriptions and thumbnails
- Managing client orders and delivering high-quality work within deadlines

Fiverr Gig Strategies

- Creating upsell opportunities: How to offer tiered services
- Utilizing Fiverr's promotional tools for boosting visibility
- Managing buyer requests effectively to land more projects
- Building long-term relationships with clients through ' exceptional customer service
- Using Fiverr analytics to track gig performance and refine your approach

FREELANCING ON UPWORK

How Upwork Works

- Introduction to Upwork's platform: Job postings, proposals, and contracts
- Setting up a professional Upwork profile for digital marketing services
- Understanding Upwork's bidding system and how to price your services competitively
- Crafting winning proposals: Personalization, clarity, and showcasing expertise
- Navigating Upwork's job categories: Finding relevant projects and clients

Upwork Proposal Best Practices

- How to write compelling proposals that stand out from the competition
- Importance of addressing client pain points and offering tailored solutions
- Strategies for creating project milestones and setting clear expectations
- Communicating value and demonstrating expertise in proposals
- Managing client communications and setting boundaries for project scope

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COMMUNICATION SKILLS FOR FREELANCERS

Importance of Communication in Freelancing

- Why communication is key to building trust and long-term client relationships
- Understanding different communication styles and adjusting to clients' preferences
- Strategies for clear and effective written communication in proposals, emails, and reports

Managing Client Expectations

- How to set clear expectations from the start of a project Establishing project timelines, deliverables, and f eedback loops
- Best practices for managing revisions and handling difficult conversations
- Providing regular updates to keep clients informed and reassured

Negociation Skills

- How to negotiate project terms and pricing without compromising on value
- Handling objections and discussing payment structures confidently
- Upselling and cross-selling services to increase project value
- Building a win-win scenario with clients while setting boundaries

Presentation & Reporting Skills

- Presenting your work and results to clients in a clear and professional manner
- Creating reports that showcase performance metrics (for SEO, social media, ads, etc.)
- How to simplify complex data for clients with minimal technical knowledge

FINAL PROJECT: FREELANCE DIGITAL MARKETING BUSINESS PLAN

Project Overview

- For the final project, students will create a comprehensive business plan to launch theirdigital marketing freelancing career
- The plan will include an actionable strategy for creating profiles, landing clients, andmanaging projects on Fiverr and Upwork
- Emphasis on developing strong communication skills and building long-term relationships with clients

Key Components of the Final Project

- Define your niche: Choose specific digital marketing services (e.g., SEO, social media marketing, Google Ads)
- Set up Fiverr and Upwork profiles: Craft optimized gig descriptions and portfolios
- Write winning proposals: Create two sample proposals for different projects on Upwork
- Develop a client management strategy: How to handle communication, project timelines, and feedback loops
- Create an upsell strategy: Identify opportunities to offer additional services to clients
- Implement reporting templates: Design a template to present marketing results to clients

Project Deliverables

- Optimized Fiverr/Upwork profiles
- Two sample proposals for digital marketing projects
- A sample email communication strategy with a client for managing revisions
- Reporting templates to showcase marketing campaign results (for SEO, social media, PPC, etc.)
- A freelancing business plan with goals, pricing strategy, and growth plan

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REVIEWS

Excited to share that I recently received another certificate in SEO from NS Training (SMC-PRIVATE) Limited.During this course, I gained an in-depth understanding of various aspects of SEO, including keywords research, off-page and on-page SEO, blogging with SEO, and different social sites posting. Additionally, I became proficient in the use of SEO tools.

— SABEER INAM, BUSINESS DEVELOPMENT EXECUTIVE

I'm glad to share that I have completed my Social Media Marketing from NS Training (SMC-PRIVATE) Limited and have started remote based work at various firms in Bahria Town Karachi as a SMMO as well as Graphic Designer (Part-Time).

— TATHEER QURESHI, SOCIAL MEDIA MANAGER

Utilized my semester break and learned an in-demand marketing skill under the instructions of Sir Daniyal Intisar who has made use of every possible social media platform including Facebook, Twitter, Youtube, Instagram, Linkedin, Whatsapp business and even Snapchat to explain us how to promote any business and to run any ad through different applications like Business Suite and Facebook Ads.SMM has made marketing easier and more efficient. It has helped small-scale businesses increase their reach within a lesser time period. Thank you NS Training (SMC-PRIVATE) Limited for teaching everyone the most market-demanded skills.

— SHAFAQ SIDDIQI, BUSINESS STUDENT

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FREQUENTLY ASK QUESTIONS

FAQS

- **Q: Do I need prior experience to join this course?**
  A: No prior experience is required. The course is designed for beginners and professionals alike.
- **Q: Will I receive a certificate upon completion?**
  A: Yes, you will receive an industry-recognized certificate of completion.
- **Q: Can I work as a freelancer after completing this course?**
  A: Absolutely! We cover freelancing platforms, pricing, and client management tohelp you succeed.
- **Q: What software and tools will I learn?**
  A: You'll gain proficiency in tools like WordPress, Google Ads, Facebook Ads Manager, CRM tools, and more.

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INSTRUCTOR PROFILES



Daniyal Intisar

CEO & Social Media Marketing Expert

With over 7 years of experience in social media marketing, Daniyal Intisar has worked with more than 50 clients globally, helping brands enhance their online presence and drive audience engagement. He manages a thriving digital marketing agency in Dubai and leads NS Training as its CEO. His mission is to provide top-tier education and mentorship to budding digital marketers. Knownfor his practical and hands-on teaching style, Daniyal empowers students to buildreal-world skills and succeed in today's competitive digital landscape.



Adnan Farooqi

SEO and Digital Marketing Expert

Adnan Farooqi is an accomplished digital marketing professional with over 6 years of experience. He leads OnePointDock, a digital marketing agency based in Pakistan, where he has managed SEO, Google Ads, and social media campaigns for a diverse portfolio. His passion for teaching and helping students navigate the complexities of the digital world makes him a valuable mentor for those aspiring to thrive in SEO and online marketing.

OUR STRENGTH

- Interactive Learning: Live projects, hands-on experience, and real-world case studies.
- ☒ Freelancing Focus: We prepare you to freelance and build your personal brand.
- ☒ Career Support: Job placement assistance and freelancing guidance.
- ☒ Comprehensive Curriculum: Covering everything from SEO to social media, PPC, and lead generation.