NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING INSTITUTE
No 1

FULL STACK
DIGITAL MARKETING

DURATION   3 MONTHS

DIGITAL MARKETING

SECP

FBR
PAKISTAN

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No 1

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.
- Job Assistance: Internship and job opportunities with leading agencies and companies.
- Comprehensive Curriculum: Covering social media, SEO, Google Ads, and more.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No.1

WE OFFER

- **Social Media Marketing:** From creating content to running paid campaigns.
- **Search Engine Optimization (SEO):** Rank websites higher in search engines.
- **Google Ads & PPC:** Create and manage effective paid advertising campaigns.

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.
- **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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No 1

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, 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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No1

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:
Search Engine Optimization (SEO)
Module 3:
Google Ads & PPC

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENTI

IT TRAINING
INSTITUTE
No.1

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No1

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.

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT

IT TRAINING
INSTITUTE
No1

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE

No1

MODULE 2 : 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.

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No 1

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.

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No1

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.

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING · DEVELOPMENT!

IT TRAINING
INSTITUTE
No 1

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.

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE
No1

MODULE 3: GOOGLE ADS AND PPC

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

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENTI

IT TRAINING
INSTITUTE
No 1

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

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

NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING
INSTITUTE

FREQENTLY ASK QUESTION
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.

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.