



Peoples' Information Technology Program (PITP)

An Initiative by Information Science & Technology Department,
Government of Sindh

DIGITAL MARKETING Course Manual

Prepared By:

Mr. Javaid Ahmed Siddiqui
Assistant Professor
Sukkur IBA University

Days #	WEEK # 1 Outline	Tools and Resources
Day 1 03 Hours Session	Introduction & Fundamentals <ul style="list-style-type: none"> • Introduction to the Course (PITP-2024 Sindh Govt) • How to Study this Course (Passing Criteria and Certificate) • What is marketing? • Why do we need Marketing? • Evolution of Marketing • What is Digital Marketing? • What is Communication? • Types of Communication • Different Forms of Communication • Communication in the Digital Age • Importance of Digital Communication for Businesses 	Theory
Day 2 03 Hours Session	Content & Marketing Strategies <ul style="list-style-type: none"> • Content and its Formats • PESO Model of Content / Content Distribution Channels • Inbound vs Outbound Marketing - Differences & Uses • Digital Marketing Funnels • Digital Marketing Funnel Examples • Digital Marketing Strategy and its Importance • Content in Digital Marketing Strategy • Website in Digital Marketing Strategy • SEO in Digital Marketing Strategy 	Theory & Lab
Day 3 03 Hours Session	Practical Digital Marketing <ul style="list-style-type: none"> • Social Media Marketing in Digital Marketing Strategy • Digital Ads in Digital Marketing Strategy • Email/SMS/WhatsApp Marketing in Digital Marketing Strategy • Why Content is King in Digital Marketing? • Written Content and its Types • Graphic Content and its Types • Video Content and its Types • Audio Content and its Types • Blogging and its Types • Content & Marketing Funnel • Jobs Available Related to Content in the Freelance Marketplace 	Theory & Lab
Day 4 03 Hours Session	Tools & Practical Applications <ul style="list-style-type: none"> • Websites & Their Importance in Digital Marketing • Canva for Graphics Designing • Video and Audio Editing Tools • Any Desk for Desktop Sharing • Interbank Funds Transfer and Local Wallets • Practical Exercise Practice on Canva or editing tools 	Theory & Lab
Day 5 03 Hours Session	Wix.com and Blogging <ul style="list-style-type: none"> • Wix.com: Account Creation and Profile Setup • Wix.com: Website Setup using Wix Editor • Wix.com: Website Template Editing in Wix Editor • Wix.com: Connecting Domain with a Website • Wix.com: Online Store Setup using ADI • Wix.com: Online Store Options and Settings in Wix • Wix.com: Website Optimization for Mobile View , Website Related Jobs 	Theory & Lab

Days #	WEEK # 2 Outline	Tools and Resources
Day 6 03 Hours Session	Introduction to Social Media Marketing <ul style="list-style-type: none"> • Social Media Marketing: Why Social Media Marketing? • Social Media Marketing: What is a Social Media Marketing Calendar? • Social Media Marketing: Canva Account Setup • Social Media Marketing: Canva Menu & Options • Social Media Marketing: Image Post Design in Canva • Social Media Marketing: Video Post Design in Canva • Social Media Marketing: Websites for Free Social Media Marketing Resources • Wrap-Up & Q&A 	Theory & Lab
Day 7 03 Hours Session	Facebook Basics <ul style="list-style-type: none"> • Facebook: What is Facebook? • Facebook: Personal Account • Facebook: Profile Setup • Facebook: Privacy and Advanced Settings • Facebook: Publishing a Post • Facebook: Page Creation • Facebook: Page Information and Basic Settings • Facebook: Advanced Page Settings • Wrap-Up & Q&A 	Theory & Lab
Day 8 03 Hours Session	Facebook Page Management <ul style="list-style-type: none"> • Facebook: Understanding Page Roles • Facebook: Page Messenger Optimization • Facebook: Page Templates & Tabs • Facebook: Understanding Page Reach • Facebook: Increasing Page Reach Organically • Facebook: Understanding Hashtags • Facebook: Understanding Paid Reach • Facebook: Increasing Page Followers/Likes with Ads • Wrap-Up & Q&A 	Theory & Lab
Day 9 03 Hours Session	Facebook Ads Management <ul style="list-style-type: none"> • Facebook: Boosting a Post with Ads • Facebook: Understanding Ads Manager • Facebook: Linking Payment Method and Address in Ads Manager • Facebook: Understanding Facebook Ads Objectives • Facebook: Creating an Ad Campaign with Traffic Objective • Wrap-Up & Q&A 	Theory & Lab
Day 10 03 Hours Session	Practical Applications and Review <ul style="list-style-type: none"> • Hands-On Canva Exercise: Design an image and video post • Hands-On Facebook Exercise: Create and publish a Facebook page, including setting up basic and advanced settings • Hands-On Facebook Ads Exercise: Set up a basic ad campaign with a traffic objective • Review of Key Concepts 	Theory & Lab

Days #	WEEK # 3 Outline	Tools and Resources
Day 11 03 Hours Session	Advanced Facebook Marketing Concepts <ul style="list-style-type: none"> • Creating an Ad Campaign with Lead Generation Objective • Reviewing the Performance of Ads • Understanding Meta Business Suite • Adding Users to Meta Business Suite • Adding Accounts to Meta Business Suite • Adding Data Sources to Meta Business Suite • Other Important Options in Meta Business Suite • Assigning Assets to Users • Understanding Meta Business Suite Tools 	Theory & Lab
Day 12 03 Hours Session	Facebook Ads and Meta Tools <ul style="list-style-type: none"> • Understanding Events Manager & Pixels • Installing Meta Pixel on the Website • Creating Events in Meta Pixel • Understanding Facebook Audiences • Creating Custom Audiences • Creating Lookalike Audiences • Creating Facebook Conversion Ads • Retargeting Ads • Overview of Meta Ads Manager Mobile App • Ad Library • Overview of Ads & Creative Reporting • Overview of Meta Business Insights • Overview of Account Quality 	Theory & Lab
Day 13 03 Hours Session	Facebook Groups and Projects <ul style="list-style-type: none"> • What are Facebook Groups and How to Create a Group • Facebook Group Setup and Advanced Settings • Group Types & Their Features • Overview of Group Tabs & Roles • Types of Facebook Projects in the Freelancing World • Hands-On Exercise: Create and set up a Facebook Group 	Theory & Lab
Day 14 03 Hours Session	Introduction to Instagram <ul style="list-style-type: none"> • What is Instagram and Why Use it? • Creating Account on Instagram • Instagram Business and Creator Account • Using Instagram on Mobile Phone • Organic Ways to Grow Your Instagram Reach • How to Boost a Post using Instagram Mobile App • Gaining Reach on Instagram by Using Facebook Ads Manager 	Theory & Lab
Day 15 03 Hours Session	Practical Applications and Review <ul style="list-style-type: none"> • Hands-On Facebook Exercise: Create and manage an ad campaign with a lead generation objective • Hands-On Meta Business Suite: Add users, accounts, data sources, and assign assets • Hands-On Instagram: Set up a business/creator account and boost a post • Review of Key Concepts 	Theory & Lab

Days #	WEEK # 4 Outline	Tools and Resources
Day 16 03 Hours Session	Advanced Instagram Marketing <ul style="list-style-type: none"> • Overview of Instagram Insights • Types of Instagram Projects in Freelancing World • Hands-On Exercise: Analyze Instagram Insights for a sample account • Hands-On Exercise: Identify types of Instagram projects and their applications • Wrap-Up & Q&A 	Theory & Lab
Day 17 03 Hours Session	Twitter Marketing <ul style="list-style-type: none"> • What is Twitter and Why to Use it? • Creating an Account on Twitter • Switching Personal Account to Professional Account • Organic Marketing on Twitter • How to Promote Your Tweet? • Using Twitter Ads to Run Paid Campaigns • Reviewing Organic and Paid Marketing with Twitter Analytics • Types of Twitter Projects in Freelancing World • Wrap-Up & Q&A 	Theory & Lab
Day 18 03 Hours Session	LinkedIn Marketing <ul style="list-style-type: none"> • What is LinkedIn and Why to Use it? • Creating and Customizing an Account on LinkedIn • How to Create a Group and Event on LinkedIn? • How to Set Up an Effective Company Page? • How to Post a Job on LinkedIn? • Campaign Manager Account Creation and Setup • Setting up an Ad Campaign • Using Organic Methods to Find Leads through LinkedIn • Types of LinkedIn Projects in Freelancing World • Wrap-Up & Q&A 	Theory & Lab
Day 19 03 Hours Session	Introduction to YouTube Marketing <ul style="list-style-type: none"> • What is YouTube and Why to Use it? • Creating and Customizing a Channel on YouTube • How to Upload a Video on YouTube? • Understanding YouTube SEO • Using TubeBuddy for YouTube SEO • Understanding YouTube Analytics • Wrap-Up & Q&A 	Theory & Lab
Day 20 03 Hours Session	YouTube and Freelancing Projects <ul style="list-style-type: none"> • Earning Money Through Videos • Managing Clients' YouTube Channels • Types of YouTube Projects in the Freelancing World • Hands-On Exercise: Create a sample YouTube channel, upload a video, and apply SEO practices • Review and Discussion • Final Q&A & Wrap-Up 	Theory & Lab

Days #	WEEK # 5 Outline	Tools and Resources
Day 21 03 Hours Session	Introduction to Google Ads and Account Setup <ul style="list-style-type: none"> • Difference Between Google Ads and AdSense • Google Ads: Creating an Account on Google Ads • Google Ads: Overview & Setup of Google Ads Account • Google Ads: Google Auction and Quality Score • Google Ads: Structure of Google Search Ads Campaigns • Google Ads: Search Ads Campaign Strategy • Wrap-Up & Q&A 	Theory & Lab
Day 22 03 Hours Session	Creating and Managing Search Ads Campaigns <ul style="list-style-type: none"> • Google Ads: Landing Pages for Google Ads • Google Ads: Keyword Research for an Ad Campaign • Google Ads: Keywords Match Types • Google Ads: Creating Search Ads Copy • Google Ads: Creating Search Ads Campaign • Google Ads: Walkthrough of Google Search Ads Campaign Dashboard • Google Ads: Negative Keywords (20 mins) • Google Ads: Important Google Ads Extensions • Wrap-Up & Q&A 	Theory & Lab
Day 23 03 Hours Session	Display and Video Ads <ul style="list-style-type: none"> • Google Ads: What is Display Ads and Why to Use it? • Google Ads: Best Optimized Image Formats • Google Ads: Creating Display Ads • Google Ads: What are Video Ads? • Google Ads: Important Video Ads Formats • Google Ads: Important Considerations for Video Ads • Google Ads: Creating Video Ad Campaign • Google Ads: Google Ads Reporting and Analysis • Wrap-Up & Q&A 	Theory & Lab
Day 24 03 Hours Session	Hands-On Google Ads Practical <ul style="list-style-type: none"> • Hands-On Exercise: Set up a Google Search Ads Campaign including keyword research and ad copy creation • Hands-On Exercise: Create a Display Ad and a Video Ad campaign • Walkthrough: Review Google Ads Dashboard and Reporting tools • Wrap-Up & Q&A 	Theory & Lab
Day 25 03 Hours Session	Review and Advanced Topics <ul style="list-style-type: none"> • Advanced Google Ads Techniques: Discussion of complex strategies and case studies • Hands-On Exercise: Advanced optimization techniques including negative keywords and ad extensions • Review of Key Concepts: Recap of Google Ads features and strategies • Final Q&A & Wrap-Up 	Theory & Lab

Days #	WEEK # 6 Outline	Tools and Resources
Day 26 03 Hours Session	Google Merchant Center Basics <ul style="list-style-type: none"> • Google Merchant Center: Introduction • Google Merchant: Creating Account and Linking with Google Ads • Google Merchant Center: Verifying and Claiming Website • Google Merchant Center: Setting up Shipping • Google Merchant Center: Adding Single Product • Google Merchant: Adding Multiple Products using Google Sheet • Wrap-Up & Q&A 	Theory & Lab
Day 27 03 Hours Session	Google Merchant Center Advanced Features <ul style="list-style-type: none"> • Google Merchant Center: Product Data Specification • Google Merchant Center: Overview of the Dashboard • Google Merchant Center: Managing Account Access • Google Ads: Creating Google Shopping Ads • Google Merchant Center Related Freelancing Projects • Hands-On Exercise: Set up a Google Merchant Center account, add products, and create a shopping ad • Wrap-Up & Q&A 	Theory & Lab
Day 28 03 Hours Session	Introduction to Email Marketing and MailChimp <ul style="list-style-type: none"> • Introduction to Email Marketing • MailChimp: Account Setup & Introduction • MailChimp: Creating and Setting Up Audiences • MailChimp: Audience Dashboard - Tags, Segments, and Inbox • MailChimp: Creating a Signup Form • MailChimp: Creating a Survey • Wrap-Up & Q&A 	Theory & Lab
Day 29 03 Hours Session	Advanced MailChimp Features <ul style="list-style-type: none"> • MailChimp: Preference Center • Hands-On Exercise: Set up a MailChimp account, create audiences, signup forms, and surveys • MailChimp: Overview of Automation and Campaign Types • Wrap-Up & Q&A 	Theory & Lab
Day 30 03 Hours Session	Practical Applications and Review <ul style="list-style-type: none"> • Hands-On Exercise: Complete a full email marketing campaign in MailChimp, including audience setup, form creation, and survey implementation • Review of Google Merchant Center: Recap key features, practical applications, and troubleshooting • Review of MailChimp: Recap key features, practical applications, and troubleshooting • Final Q&A & Wrap-Up 	Theory & Lab

Days #	WEEK # 7 Outline	Tools and Resources
Day 31 03 Hours Session	Advanced MailChimp Features <ul style="list-style-type: none"> • MailChimp: Designing an Email Template • MailChimp: Creating a Regular Email Campaign • MailChimp: Creating a Landing Page Campaign • MailChimp: Creating an Embedded Form Campaign • MailChimp: Reviewing Campaign Reports • Wrap-Up & Q&A 	Theory & Lab
Day 32 03 Hours Session	MailChimp Campaigns and Integration <ul style="list-style-type: none"> • MailChimp: Designing a Customer Journey • MailChimp: Creating Post Cards • MailChimp: Use of Creative Assistant • MailChimp: Integration with Social Media Channels • MailChimp: Integration with Websites • MailChimp: Ad Campaigns • MailChimp: Types of MailChimp Projects in Freelancing World • Wrap-Up & Q&A 	Theory & Lab
Day 33 03 Hours Session	SMS Marketing <ul style="list-style-type: none"> • Presentations Week • SMS Marketing Overview • SMS Marketing Account Setup and Business Settings • Hands-On Exercise: Set up an SMS marketing account and configure business settings • Wrap-Up & Q&A 	Theory & Lab
Day 34 03 Hours Session	WhatsApp Marketing <ul style="list-style-type: none"> • Quiz of Previous Topic • WhatsApp Marketing Overview • WhatsApp Marketing Account Setup • WhatsApp Business Settings • WhatsApp Business Marketing Campaigns • Hands-On Exercise: Set up a WhatsApp Business account and create a marketing campaign • Wrap-Up & Q&A 	Theory & Lab
Day 35 03 Hours Session	Review and Integration <ul style="list-style-type: none"> • Review of MailChimp Features: Recap advanced features, campaign creation, and integrations • Review of SMS and WhatsApp Marketing: Recap setup processes, business settings, and campaign strategies • Hands-On Exercise: Integrate MailChimp with SMS and WhatsApp marketing for a cohesive campaign strategy • Final Q&A & Wrap-Up 	Theory & Lab

Days #	WEEK # 8 Outline	Tools and Resources
Day 36 03 Hours Session	Introduction to Google Analytics <ul style="list-style-type: none"> • Google Analytics: Introduction • Google Analytics: Account Creation • Google Analytics: Creating Property • Google Analytics: Creating Data Streams • Google Analytics: Installing GA4 on a Website • Wrap-Up & Q&A 	Theory & Lab
Day 37 03 Hours Session	Understanding and Utilizing GA4 <ul style="list-style-type: none"> • Google Analytics: Understanding GA4 Dashboard • Google Analytics: Creating Events in GA4 • Google Analytics: Creating Conversions in GA4 • Google Analytics: Creating Audiences in GA4 • Google Analytics: Linking with Google Ads • Hands-On Exercise: Set up GA4 events, conversions, and audiences • Wrap-Up & Q&A 	Theory & Lab
Day 38 03 Hours Session	Integration with Google Ads and Optimization <ul style="list-style-type: none"> • Google Analytics: Importing Conversions and Audiences to Google Ads • Google Ads Campaign Optimization Scenarios • Hands-On Exercise: Link Google Analytics with Google Ads and analyze conversion data • Review of Optimization Strategies: Discuss case studies and scenarios for optimizing Google Ads campaigns • Wrap-Up & Q&A 	Theory & Lab
Day 39 03 Hours Session	Google Analytics in Freelancing <ul style="list-style-type: none"> • Types of Google Analytics Projects in Freelancing World • Hands-On Exercise: Explore real-world freelance projects involving Google Analytics • Discussion: Freelancing opportunities and case studies related to Google Analytics • Wrap-Up & Q&A 	Theory & Lab
Day 40 03 Hours Session	Course Review and Future Directions <ul style="list-style-type: none"> • Course Review: Recap of all topics covered in the course • Future Directions for Digital Marketers: Trends, tools, and skills needed for the future • Hands-On Exercise: Develop a strategic digital marketing plan using all the tools and techniques learned • Final Q&A & Wrap-Up 	Theory & Lab