

ALL PAKISTAN MEMON FEDERATION I.T. COMMITTEE

PROUDLY ANNOUNCE



Digital & Social Marketing Mastery: AI & Freelancing

ADMISSION OPEN



COURSE DURATION

20 WEEKS



HANDS ON

TRAINING



COURSE HOURS

80 HOURS

Course Outline

(Module 01) – Social and Digital Marketing

Introduction to Digital Marketing

- Why People are Going Online?
- Digital Marketing Objectives
- Difference Between Traditional and Digital Marketing
- Areas of Digital Marketing
- Digital Marketing Strategies

Email Marketing

- Introduction to Email Marketing
- Purpose and Flow of Email Marketing
- Best Tools and Practices for Email Marketing
- Stages of Email Marketing
- List Generation Techniques
- Cheapest Ways to Capture Email Leads
- Sign-up Forms
- Content, Report & Template
- Email Campaigns (Execution)

Introduction to Marketing and Analytical Tools

- Introduction to Google Search Commands
- Best Tools for Research and Analytics
- Introduction to Google Analytics
- Google Tag Manager
- Google Alerts
- Google My Business
- Google Webmaster

Facebook Marketing (Part I)

- Introduction to Facebook Marketing
- Types of Campaigns
- Types of Ads
- Placements
- Audience and Interests
- Ad Creatives
- Best Practices
- Ad Copies
- Difference Between Business Manager and Boost Post
- Creating Account on Facebook Business Manager
- Complete Overview of Facebook Business Manager

Facebook Marketing (Part II)

- Call to Action Buttons
- Create Mock-ups on Facebook
- Competitor Ads Review
- Case Studies
- Custom Audience
- Facebook Pixels and Different Event Integration
- Budgeting
- Getting Leads from Facebook & Instagram

(Module 01) – Social and Digital Marketing

Instagram Marketing for E-commerce

- Creating Your First Campaign for E-commerce
- Overview of Previous Campaigns
- Introduction to Campaign Budget Optimization (CBO)
- Ad Types for E-commerce
- Calls to Action for E-commerce

Google Ads & Remarketing

- Introduction to Google Ads Tool Managing Multiple Business Accounts with Google
- Keyword Planner
- Landing Page Strategies
- Creating Campaigns
- Linking Accounts
- Responsive Ads & Audiences
- Bidding Strategies

Twitter & LinkedIn Paid Marketing

- Introduction to Twitter Ads Strategies and Best Practices
- Twitter Ads Dashboard Overview
- Twitter Ads Placements and Sizes
- LinkedIn marketing and posting

Website Designing Via Predesigned Web Tools

- Understanding the basics of web builder tools
- Execution
- Shopify Store Development

TikTok as a Digital Marketing Tool

- Introduction to TikTok
- Size & Importance of TikTok
- Differences Between TikTok and Other Social Media Platforms
- TikTok Key Features
- How TikTok Works
- Discovering Content on TikTok
- Content Creation on TikTok
- Posting TipsChoosing a Cover for Your Post
- Optimal Posting Times
- Posting Frequency
- Business Use of TikTok
- Adding Sounds and Music
- Participating on TikTok
- TikTok Shop Management
- TikTok Advertising & Promotion

(Module 01) – Social and Digital Marketing

AI Tools for Digital Marketing (20 Hours)

« Introduction to AI Tools for Digital Marketing

Overview of AI in Digital Marketing
Benefits and Applications

« Canva for Digital Marketing

Introduction to Canva
Designing Facebook Ads
Image Design for Facebook Basic Ad
Design for Facebook Event Cover
Mobile Application Ad Design
Facebook Shops Ad and Cover Design

« Designing Instagram Ads

Story Design and Animated Story Video
Carousel Ad Design
Reel Video Design and Editing

« Designing LinkedIn Ads

Background Image Design
Post Design for Hiring
Single Image Ad Design for Wholesaling
Video Presentation Design

« Google Gemini and Other Tools

Introduction to Google Gemini
Features and Benefits
Integration with Digital Marketing Strategies
video and Voice Over via AI Tools

« Using Free AI-Based Web Tools

Invideo.ai
Adalo
MakeA Video.studio
FlexClip
NeilChaseFilm.com Video Generators
VoiceBooking.com Free Voice-Over Generator
Practical Applications of AI Tools

Real-World Use Cases

Hands-On Practice and Implementation

Course Outline

(Module 02) – Freelancing

Foundational Skills

Freelancing Fundamentals

- Understanding the freelance landscape
- Benefits and challenges of freelancing
- Identifying your ideal freelance niche
- Setting competitive rates

Building Your Online Presence

- Creating a professional portfolio website or online profile
- Crafting a compelling freelancer bio
- Optimizing your profile for relevant keywords on freelance platforms

Mastering the Platforms

Upwork and Fiverr Deep Dive

- Navigating the platforms: Upwork vs. Fiverr
- Creating winning proposals and project descriptions
- Mastering client communication and project management tools

Landing Your First Clients

- Crafting effective proposals that stand out
- Search optimization strategies for finding relevant projects
- Building a strong profile through positive client reviews

Business Management for Freelancers

Financial Management

- Tracking income and expenses
- Tax implications of freelance work
- Setting financial goals and saving for future needs

Time Management and Productivity

- Prioritizing tasks and creating a work schedule
- Tools and techniques for staying focused and efficient
- Maintaining a healthy work-life balance

Growing Your Freelance Business

Building Social Proof and Brand Authority

- Leveraging social media platforms like LinkedIn and Twitter
- Creating valuable content to attract potential clients
- Building a network of clients and collaborators

The Road to a Permanent Business

- Strategies for transitioning from freelance gigs to ongoing contracts
- Identifying long-term client needs and building relationships
- Scaling your business through outsourcing and partnerships

Bonus Resources:

Throughout the course, additional resources will be provided, including:

- Freelance contract templates
- Online invoicing platforms
- Time tracking tools
- Social media marketing guides

Course Outline

(Module 03) – Social Media Mastery Outline

Foundation and Platform Setup

Understanding the Foundation of Social Platform

- **Facebook:**
 - Profile creation and page setup.
 - Understanding Facebook's algorithm and how it affects content visibility.
 - Key features: Pages, Groups, Events, and Facebook Live.
- **Instagram:**
 - Setting up a business account and exploring its benefits.
 - Understanding different features: Stories, IGTV, Reels, and Shopping.
 - Overview of Instagram's algorithm and its impact on engagement.
- **YouTube:**
 - Creating a channel and optimizing the channel layout.
 - Introduction to YouTube Studio and its features.
 - Basics of video uploading: titles, descriptions, tags.
- **TikTok:**
 - Account creation and exploring TikTok's interface.
 - Understanding FYP (For You Page) and how the TikTok algorithm works.

Audience Research and Content Planning

- Identify the target audience for each platform based on demographics, interests, and behaviors.

- **Research competitor accounts:**
 - Analyze their content, posting frequency, engagement rates, and strategies.
 - Identify content gaps and opportunities.
 - Use Gemini Ai for Competitive Analysis.
- **Create a content calendar:**
 - Plan daily/weekly content themes.
 - Schedule posts for optimal engagement times based on platform insights.
 - Use Gemini Ai for making detailed content calendar.

Content Creation Basics

- **Photography/Videography Tips:**
 - Importance of lighting, composition, and framing.
 - Tips for shooting with smartphones vs. professional cameras.
 - Basics of setting up a home studio.
- **Graphic Design:**
 - Using Canva and other design tools for creating visually appealing posts.
 - Designing templates for consistent branding.
 - Tips for creating engaging thumbnails.
 - Using Top AI Tools for appealing Design.
- **Editing Software:**
 - Basic tutorials for editing software and using AI Tools.

(Module 03) – Social Media Mastery Outline

Engaging Content Creation

Video Content Creation

- **Facebook:**
 - How-to videos and tutorials.
 - Conducting live sessions for real-time engagement.
 - Behind-the-scenes content to humanize the brand.
- **Instagram:**
 - Creating engaging Stories with interactive features (polls, questions, quizzes).
 - Developing an IGTV series for longer content.
 - Creating short, engaging Reels.
- **YouTube:**
 - Producing high-quality tutorials, vlogs, and product reviews.
 - Tips for scriptwriting and storyboarding.
 - Effective video length and pacing.
- **TikTok:**
 - Creating short, trendy, and relatable content.
 - Participating in challenges and using popular sounds.

Tips for Engaging Content

- Storytelling techniques to keep viewers hooked.
- Creating hooks to grab attention within the first few seconds.
- Using humor, emotion, and trending topics to connect with the audience.
- Encouraging user interaction:

- Asking questions and prompting comments.
- Using polls and quizzes.
- Creating challenges and encouraging user-generated content.

Optimization and Growth

Posting Strategies

- **Facebook:**
 - Best times to post based on insights.
 - Using Facebook Insights to track performance.
 - Scheduling posts using Facebook's publishing tools.
- **Instagram:**
 - Optimal posting times and frequency.
 - Leveraging hashtags and location tags for broader reach.
 - Using Instagram Insights to measure engagement and adjust strategy.
- **YouTube:**
 - Establishing a regular upload schedule.
 - Optimizing video titles, descriptions, and tags for SEO.
 - Using YouTube Analytics to understand viewer behavior.
- **TikTok:**
 - Frequency of posts and identifying best times to post.
 - Using trending sounds and hashtags to increase visibility.
 - Monitoring TikTok Analytics for performance insights.

(Module 03) – Social Media Mastery Outline

Thumbnail and Caption Design

- **Thumbnails:**
 - Creating eye-catching designs with clear text and consistent branding.
 - Using high-contrast colors and compelling images.
 - Ensuring thumbnails are relevant to the video content.
 - Creating engaging thumbnail using AI Tools.
- **Captions:**
 - Crafting compelling captions that include calls-to-action.
 - Using emojis and line breaks for readability.
 - Adding value with each post: tips, facts, personal stories.
 - Use Gemini Ai for Caption and Idea Generations.

Analytics and Monetization

Analytics and Performance Tracking

- **Facebook Insights:**
 - Analyzing reach, engagement, and demographics.
 - Identifying top-performing posts.
 - Adjusting strategies based on data
- **Instagram Insights:**
 - Understanding profile visits, website clicks, and follower growth.
 - Analyzing content interactions and story performance.
 - Using data to refine content strategy.

- **YouTube Analytics:**
 - Monitoring watch time, audience retention, and traffic sources.
 - Identifying high-performing videos and content gaps.
 - Adjusting content based on viewer preferences.
- **TikTok Analytics:**
 - Tracking follower insights and video performance.
 - Analyzing trends and adapting content strategy.
 - Using data to identify peak engagement times.

Posting Strategies

- **Facebook:**
 - Securing sponsored posts and partnerships.
 - Utilizing Facebook Marketplace for selling products.
 - How to get income from it.
- **Instagram:**
 - Partnering with brands for sponsored content.
 - Using affiliate marketing to earn commissions.
 - Selling products via Instagram Shopping and Stories.
 - How to get income from it.
- **YouTube:**
 - Enabling AdSense for ad revenue.
 - Selling merchandise through the merchandise shelf.
 - How to get income from it.
- **TikTok:**
 - Collaborating with brands for sponsored content.
 - How to get income from it.

(Module 03) – Social Media Mastery Outline

Review and Plan Ahead

Additional Tips and Tricks

- **Consistency:** Maintain a regular posting schedule to build and retain an audience.
- **Quality Over Quantity:** Focus on creating high-quality, valuable content.
- **Engage with Your Audience:** Respond to comments, ask for feedback, and build relationships.
- **Stay Updated:** Keep up with platform updates and trends to stay relevant.
- **Use Analytics:** Regularly check analytics to understand what resonates with your audience and refine your strategy accordingly.

By following this detailed outline, you'll be equipped to build a strong social media presence, create engaging content, grow your audience, and monetize your efforts effectively across Facebook, Instagram, YouTube, and TikTok.

Scan Me for Location



For Registration and Queries:

  **0306-2619045**

