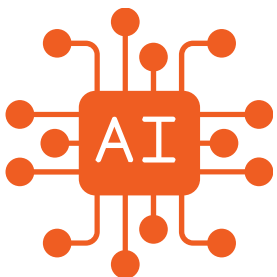# Sabik academy

Digital

Marketing
Curriculum

2024

Internship & Certification Program

AI

#1

**CAREER GUIDANCE
EMPLOYABILITY & LIFE SKILLS
COMMUNICATION SKILLS**
Teach you How to Succed in life

**MON - FRI, DAILY
1 HOUR LIVE CLASS**

2-3 hours practise & exercises in our **studio**

#2

#3

**NO PRE-REQUISITES
REQUIRED**

All degrees are welcome.

**MOST BEGINNER-FRIENDLY
TRAINING PROGRAM**

From **ABC** to **XYZ**, No worries at all.

#4

#5

**2 MONTHS TRAINING +
1 MONTH INTERNSHIP**
Via **Online** or **Offline** at our location.

SEARCH ENGINE MARKETING

SOCIAL MEDIA ADS

WORD OF MOUTH

AI TOOLS

ORGANIC & PAID

EMAIL MARKETING

WHATSAPP/SMS

SOCIAL MEDIA MARKETING

BLOGGING

BRANDING

SEO

POSTERS & BANNERS

AFFILIATE & INFLUENCER MARKETING

CONTENT DESIGN

Digital Marketing Tools

All necessary tools will be taught .
No prerequisites & No worries.

Canva	mailchimp	twilio
SEMRUSH	ahrefs	ChatGPT
Google Ads	Meta Ads	Linked in ads
Google Analytics	Google Keyword Planner	WhatsApp Business
bitly	HubSpot	LEGALZOOM
amazon associates	CJ affiliate	WORDPRESS

AND MORE......

Sabik academy

UP TO
80%
is

PRACTICAL
LEARNING

Module 1 :
<u>Marketing Fundamentals</u>

Introduction to Marketing

- Definition of "Marketing"
- Importance and objectives of marketing
- Evolution of marketing concepts

Marketing Mix (3Ps)

- Product: Understanding the product/service
- Price: Pricing strategies and methods
- Place: Distribution channels and strategies

Consumer Behavior

- Basics of consumer psychology
- Factors influencing consumer behavior
- How it impacts marketing decisions

Target Customers Analysis

- Understanding market segmentation
- Target customer identification
- Tailoring marketing strategies to target segments

Marketing Channels

- Overview of marketing channels (offline / online)
- Content that fits with the channel
- Selecting the right target audience reach

#1

CASE STUDY

Each student selects a product, service, or brand of their choice to analyze its marketing tactics, target users, marketing channels, messaging strategies, and etc..

Module 2 :
Attention is all you need

Understanding "Attention"

- Analysis of "Where do people spend time"
- Content Creators vs Content Seekers
- What creates more "Attention"

Self Examination of Social Media

- Examine self what kinda of content you consume
- Examine self what kinda of Ads you see
- Examine self why you consume & why these Ads

Observation of "Ads" Space

- Identify where Ads displayed on internet
- Understand the impact of the Ads
- Examine how much avg Ads spent vs Value

Funnel Analysis (Web & Media)

- Views, Likes, Interactions, Shares to Swipes
- Visits, Clicks, Interactions, Converts to leaves

Product/Service IP analysis

- Analysis the product/service core IP
- Creating attention plan for that product/service
- Choosing right channels for that attention

PRESENTATION REPORT

#2

Each student presents a report based on their self-examination of social media habits include analysis of personal social media usage, attention patterns, engagement levels, emotional responses.

Module 3:
Content Design

Introduction to Content Design

- Overview of content design in digital marketing
- Various types of design for various usecases
- Crafting Compelling & engaging Content

Social Media Posts Design

- Understand the formats of social media
- Facebook, Instagram, X, and Linkedin Post designs
- Strategies for creating eye-catching graphics

Canva is for Everything

- Step-by-step guide for creating content on Canva
- Canva Pro features and AI tools
- Canva's multimedia features for Videos and Gifs

Brand Design & Messaging

- Brand identity, Colors, Typography & Values
- Brand Messaging & Tone
- Applying Brand Design to Marketing Materials

Landing Page Design

- Goals Aligned: Design fits landing page objectives.
- Visual Appeal: Engaging visual design principles.
- Conversion Focus: Design optimized for higher conversions.

Posters & Banners

- Crafting visually appealing posters and banners.
- Ensuring clear communication of message and purpose.

3. Branding and Marketing Designs

Project ✦

Create a comprehensive branding and marketing designs for a chosen product or service, including the development of brand identity elements, social media posts, posters, and banners.

#1 Product/Service Selection

- Choose a product or service to focus on for the branding and marketing campaign.

#2 Brand Color and Identity

- Develop a new brand color palette that reflects the personality and values of the chosen product or service and create a brand identity.

#3 Social Media Posts

- Design a series of social media posts for Twitter, LinkedIn, Instagram, and Facebook.
- Each post should include engaging visuals and compelling copy tailored to the platform's audience and best practices.

#4 Posters and Banners

Design posters and banners to promote the chosen product or service across various channels. Create eye-catching visuals and incorporate key messaging to attract attention and convey the brand's value proposition.

Deliverables

- Brand color palette and identity message document.
- Social media posts for Twitter, LinkedIn, Instagram, and Facebook (at least 2 posts per platform).
- Poster /Banner designs (digital format suitable for online promotion).

Evaluation Criteria:

- Creativity and originality in brand color palette and identity message.
- Effectiveness of social media posts in engaging the target audience and driving brand awareness.
- Visual appeal and message clarity in poster and banner designs.
- Consistency and coherence across all elements of the branding and marketing campaign.

WISH YOU ALL THE BEST

Module 4:
Social Media Posting

Understanding Audiences

- Examine what type of audience each platform has (Instagram, X, Youtube and Linkedin)
- Explore audience interests and preferences

Facebook/Instagram

- Creating Content calender for posts for FB / Insta
- Creating stunning Reels & Stories
- Keeping up with trending audio, styles and vibes

Linkedin Targeting

- Creating Linkedin posts and documents
- Engaging in other people's posts and replying to comments.

X (previously Twitter)

- Keeping up with trending news & vibes on X
- Creating threads, and medium size videos
- Hosts X spaces and engage in others posts

Youtube growth

- Creating professional level long content for YT
- Crafting cool YT shots
- Engaging in other channels and building audience

Analytics & Insights

- Constantly monitoring the analytics of all platforms
- Understanding what kinda of audience coming from each platform and get some insights.

Module 5:
Social Media Advertising

Advertising Platforms Formats

Understanding the role of paid advertising Overview of different ad formats available on each platform (e.g., image ads, video ads, carousel ads, sponsored content).

Campaign Objectives & Targeting

- Defining advertising objectives based on marketing goals (e.g., brand awareness, lead generation, website traffic, conversions).
- Targeting audience based on demographics, interests, behaviors, and more.

Ad Creative Development

- Best practices for creating compelling ad creatives that capture attention and resonate with audience.
- Tips for optimizing ad copy, visuals, and call-to-action (CTA) to maximize engagement and conversion rates.

Budgeting & Bidding Strategies

- Set ad budgets based on campaign goals, audience size, and competition.
- Understanding different bidding strategies (e.g., CPC, CPM and CPA)

Ad Placement and Scheduling

- Choosing optimal ad placements to maximize visibility and effectiveness.
- Scheduling ads at best times

4. Social Media Advertising Campaign

Project ✦

Create and execute a targeted social media advertising campaign for a chosen product or service to increase brand visibility and drive conversions.

Tasks

#1 Campaign Planning

- Define campaign objectives, target audience, and KPIs.

#2 Ad Creative Development

- Design compelling ad creatives aligned with brand identity.

#3 Audience Targeting

- Utilize advanced targeting options to reach specific audience segments.

#4 Budget Allocation & Bidding

- Allocate budgets based on objectives and competitive analysis.
- Choose bidding strategy (e.g., CPC, CPM, CPA) aligned with goals.

#5 Ad Placement & Scheduling

- Allocate budgets based on objectives and competitive analysis.
- Choose bidding strategy (e.g., CPC, CPM, CPA) aligned with goals.

#6 Analysis and Reporting

- Analyze campaign performance and prepare comprehensive reports.
- Provide insights and recommendations for future campaigns.

Deliverables

- Campaign plan, ad creatives, budget allocation, performance analysis report.
- Ensure clarity and organization in documentation..

Evaluation Criteria:

- Alignment of objectives with strategy and execution.
- Creativity and effectiveness of ad creatives.
- Adherence to budget and bidding strategy.
- Depth of performance analysis and insights presented.

Module 6:
Search Engine Marketing (SEM)

Introduction to SEM

- Overview of search engine marketing
- Understanding user behavior and decision-making on search engines.
- Importance of search engine marketing

Ad Platforms and Options

- Overview of Google Ads and Bing Ads
- Differentiating between search, display, and video advertising.

Keyword Research

- Importance of keyword research in SEM campaigns.
- Keyword planning and research
- Techniques for identifying relevant and high-performing keywords.

Ad Creation and Extensions

- Writing effective ad copy to drive clicks and conversions.
- Using ad extensions to enhance ad visibility and relevance.

Campaign Structure and Settings

- Organizing campaigns and ad groups for better performance.
- Optimizing campaign settings for targeting and bidding.

Bidding Strategies & Budgeting

- Understanding different bidding strategies and their applications.
- Managing budgets effectively to maximize ROI.

Monitoring & Optimization

- Monitoring key metrics like CTR, conversion rate, and CPA.
- Implementing optimization tactics such as ad testing and bid adjustments.

Conversion Tracking

- Setting up conversion tracking for measuring campaign effectiveness.
- Analyzing conversion data to refine campaign strategy.

Ad Policies and Compliance

- Understanding search engine advertising policies and guidelines.
- Ensuring compliance to avoid account issues.

Advanced Strategies

- Exploring advanced SEM tactics like remarketing and dynamic search ads.
- Leveraging advanced features for competitive advantage.

Module 7: SMS/WhatsApp/Email Marketing

Intro to Multi-Channel Marketing

- Overview of SMS, WhatsApp, and email as marketing channels
- Importance and benefits of multi-channel marketing

Building Subscriber Lists

- Strategies for building opt-in subscriber lists
- Compliance with regulations GDPR and TCPA
- Practical campaigns using Mailchimp and Twilio

Leveraging WhatsApp Business API

- Exploring its features and capabilities.
- Practical setup and configuration of WhatsApp Business API accounts.
- Integration of WhatsApp Business API into marketing campaigns.

Promotions and Offers

- Integrating exclusive discounts, coupons, and deals across channels
- Promotional campaign success stories using Mailchimp and Twilio

Measurement and Analytics

- Tracking and analyzing key performance metrics using tools such as Google Analytics and Bitly
- Using insights to optimize campaign performance

Module 8:
Search Engine Optimization (SEO)

Introduction to SEO

Understanding the importance of SEO in digital marketing.
Overview of search engine algorithms and ranking factors.

Keyword Research

- Techniques for identifying relevant keywords with high search volume and low competition.
- Utilizing keyword research tools such as Google Keyword Planner, SEMrush, or Ahrefs.

On-Page SEO

- Optimizing website content, meta tags, and headings for target keywords.
- Improving website performance, mobile-friendliness, and user experience.

Technical SEO

Understanding technical aspects such as website structure, URL optimization, and site speed.
Implementing schema markup, XML sitemaps, and robots.txt files.

Off-Page SEO

- Building high-quality backlinks from authoritative websites.
- Utilizing social media, influencer outreach, and guest blogging for off-page optimization.

Local SEO

- Optimizing Google My Business listings and local citations for improved local search visibility.
- Strategies for targeting local keywords and optimizing location-based content.

SEO Tools and Analytics

- Introduction to SEO tools for keyword tracking, backlink analysis, and website audit.
- Using Google Analytics and Google Search Console for monitoring website performance and traffic.

Content Marketing and SEO

- Creating high-quality, valuable content that attracts organic traffic and backlinks.
- Incorporating keywords naturally and optimizing content for search intent.

SEO Best Practices and Updates

- Staying updated with search engine algorithm changes and SEO best practices.
- Avoiding black hat SEO techniques and focusing on long-term, sustainable strategies.

Case Studies & Practical Exercises

- Analyzing successful SEO campaigns and strategies.
- Implementing on-page and off-page SEO techniques on real websites.
- Conducting keyword research and creating optimized content.

Module 9:
Blogging for Digital Marketing

Introduction to Blogging

- Understanding the role of blogs in digital marketing strategies.
- Overview of different blogging platforms and content management systems.

Identifying Target Audience

Techniques for identifying target audience interests, needs, and preferences.
Generating topic ideas through keyword research, industry trends, and audience analysis.

Content Creation & Optimization

- Crafting compelling and engaging blog posts with attention-grabbing headlines and hooks.
- Optimizing content for SEO with relevant keywords, meta tags, and internal linking.

Visual Content Integration

- Utilizing visuals such as images, infographics, and videos to enhance blog posts.
- Optimizing visual content for faster loading times and better user experience.

Analytics & Performance Tracking

- Using analytics tools such as Google Analytics to track blog traffic, engagement metrics, and conversions.
- Analyzing data to identify trends, insights, and opportunities for optimization.

Module 10:
Affiliate Marketing

Intro to Affiliate Marketing

Understanding the concept and principles of affiliate marketing.
Overview of different blogging platforms and content management systems.

Affiliate Marketing Networks

- Popular affiliate networks such as Amazon Associates, ShareASale, and CJ Affiliate
- Signing up for affiliate programs and navigating affiliate dashboards.

Finding and Recruiting Affiliates

- Strategies for identifying potential affiliates in relevant niches.
- Recruiting affiliates through outreach, networking, and affiliate directories.

Tracking & Measurement

- Setting up affiliate tracking codes and monitoring affiliate performance.
- Analyzing affiliate marketing metrics such as clicks, conversions, and commission earnings.

Affiliate Program Management

- Managing affiliate relationships and providing support to affiliates
- Optimizing affiliate program performance through incentives, bonuses, and promotions.
- Implementing effective affiliate marketing tactics to drive traffic and conversions.

Module II:
Influencer Marketing

Intro to Influencer Marketing

- Understanding the role and impact of influencers in digital marketing.
- Identifying different types of influencers and their respective audiences.

Partnering with Influencers

- Techniques for finding and vetting influencers aligned with brand values and target audience.
- Negotiating partnerships and collaborations with influencers.

Influencer Campaign Management

- Developing creative briefs and campaign guidelines for influencer collaborations.
- Managing influencer relationships, content approvals, and campaign timelines.

Measuring Influencer Performance

- Tracking key performance indicators (KPIs) such as reach, engagement, and conversion rates.
- Evaluating ROI and effectiveness of influencer marketing campaigns.

Legal and Ethical Considerations

- Understanding disclosure requirements and compliance guidelines for affiliate and influencer marketing.
- Ensuring transparency and authenticity in affiliate promotions and influencer collaborations.

Practical Exercises

1. Setting up Affiliate Accounts and Generating Links

- Students will create accounts on affiliate marketing platforms such as Amazon Associates, ShareASale, or CJ Affiliate.
- They will learn to navigate the platforms, apply for affiliate programs, and generate affiliate tracking links for products or services.

2. Creating Affiliate Marketing Content

- Students will produce content tailored for affiliate marketing purposes, such as product reviews, comparison articles, or tutorials.
- They will focus on effectively integrating affiliate links within the content while providing valuable insights to potential customers.

3. Identifying and Contacting Potential Influencers

- Students will research and identify influencers relevant to their chosen product or service. They will learn to evaluate influencers based on audience demographics, engagement rates, and alignment with brand values.
- Students will then craft outreach messages to initiate collaboration discussions.

Final Exam

Digital Marketing Proficiency Test

- Duration: 90 minutes
- Content: Covers topics from all modules
- Passing Grade: Above 50%

Job Assistance Program Eligibility

Students who pass the final exam with a score above 50% are eligible

Job Assistance Program

Resume Building

- Craft compelling, industry-standard resumes.
- Highlight key skills and achievements.

Mock Tests

- Practical mock tests on all modules

Mock Interviews

- Simulate real interviews.
- Receive constructive feedback.

Live Interview Opportunity

- Gain real-world experience.
- Receive expert guidance.

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Sabik academy

WISH YOU ALL THE BEST