

G-TEC EDUCATION

CERTIFICATE COURSE IN E-MARKETING

syllabus

CERTIFICATE COURSE IN E-MARKETING

DURATION: 15 DAYS /15 HOURS

OBJECTIVE

This course is exploring the fundamentals of social media advertising, including audience targeting, ad creation, bidding strategies, and performance tracking. Understand how to develop and manage successful ad campaigns on platforms like Facebook, Instagram, WhatsApp etc.

COURSE OUTLINE			
COURSE NAME:	**CERTIFICATE COURSE IN E-MARKETING**	**DURATION:**	**15 D /15 H**
MODULE	**TOPICS**	**DURATION**	**TOTAL**
Module-I	Digital Marketing Overview	15 D /15 H	**15 D /15 H**
	Social media		
	Facebook Marketing		
	YouTube Marketing Introduction		
	Social media poster making in Canva		
	WhatsApp Business Marketing		
	Instagram Marketing		
	WHATSAPP business		
	GOOGLE Business		
	CANVA		

MODULE-I IN DETAIL

DIGITAL MARKETING

INTRODUCTION TO DIGITAL MARKETING

- ✓ What is marketing?
- ✓ How we do Marketing?
- ✓ What is Digital Marketing?
- ✓ Benefits of Digital marketing
- ✓ Digital marketing platforms and Strategies
- ✓ Comparing Digital with Traditional Marketing
- ✓ Defining Marketing Goals

- ✓ Latest Digital marketing trends
- ✓ Case studies of Digital campaigns

SOCIAL MEDIA MARKETING

- ✓ **Introduction to SOCIAL MEDIA MARKETING**
- ✓ What is Social Media?
- ✓ SMMVs. SMO
- ✓ Benefits of using SMM
- ✓ Social Media Statistics
- ✓ Why use Social Media Marketing
- ✓ Social Media Strategy
- ✓ Impact of Social Media on SEO

FACEBOOK MARKETING

- ✓ Facebook account setup
- ✓ Personal account properties
- ✓ Facebook marketing strategy
- ✓ Competition analysis
- ✓ Facebook business page setup
- ✓ Types of Business pages
- ✓ Increase the Likes to page
- ✓ Page management options
- ✓ Types of Posts and Statistics
- ✓ Dimensions in Posts
- ✓ Creating a post strategy
- ✓ Examples of Creative Posts
- ✓ User engagement metrics
- ✓ Facebook Insights
- ✓ Facebook Advertising
- ✓ What is Facebook Advertising Types of Promotions?
- ✓ Audience Targeting
- ✓ Advanced Audience Targeting Bidding Strategies
- ✓ Ad Formats

INSTAGRAM MARKETING

- ✓ What is Instagram
- ✓ Instagram statistics
- ✓ How Brands use Instagram
- ✓ Creating Instagram Account
- ✓ Tour of Instagram App
- ✓ Content strategy and Tips
- ✓ Picture Dimensions
- ✓ Filters in Instagram
- ✓ Using Hashtags
- ✓ Advertising options in Instagram

WHATSAPP BUSINESS

- ✓ Importance of WhatsApp Marketing
- ✓ Business Account setup and settings
- ✓ Business tools
- ✓ Messaging tools
- ✓ Broadcast
- ✓ Labels

CANVA

- ✓ Logo creation
- ✓ Facebook poster
- ✓ Facebook cover
- ✓ Instagram poster
- ✓ Facebook ad post

GOOGLE BUSINESS

- ✓ Google Page Creation
- ✓ Page setup
- ✓ Reviews
- ✓ Categories