

DIGITAL MARKETING CLASS

Each week includes:

- Topics covered
- Practical outcomes
- Assignments for the week

BEGINNER CLASS – 6 Weeks

Goal: Build foundational knowledge of digital marketing tools and techniques*

Week 1: Introduction to Digital Marketing

- What is digital marketing?
- Traditional vs digital marketing
- Channels of digital marketing

Assignment: Write a short blog post (250 words) or carousel post titled: “Why Digital Marketing is Important for Small Businesses”.

Week 2: Social Media Basics

- Setting up business accounts (Instagram, Facebook, WhatsApp Business)
- Profile optimization & bio writing
- Introduction to content planning
- Content pillars

Tools: Meta Planner or Google Sheets

Wed (FAQ Day):

- Review accounts set up
- Review student bios

Assignment: Create a content calendar for a mock brand (5 days of posts).

Week 3: Basic Graphic Design with Canva

- Canva walkthrough
- Design principles: contrast, alignment, hierarchy
- Color psychology
- Choosing fonts & brand kits
- Designing flyers & carousels

Wed (FAQ Day):

- Feedback on designs
- Troubleshooting Canva

Assignment: Create a flyer and 2 social media posts for a mock campaign.

Week 4: WhatsApp & Email Marketing

- WhatsApp marketing
- Creating broadcast lists
- Intro to Mailchimp or Brevo
- Setting up mailing list and sending first campaign

Tools like WhatsAuto, WA Business features

Wed (FAQ Day):

- Demo of automation tools
- Review WhatsApp marketing templates

Outcome: Build a broadcast list and send a sample email campaign

Assignment: Write a WhatsApp message + email newsletter for your mock brand.

Week 5: Introduction to Running Ads

- Meta Ads Manager walkthrough
- Setting up payment
- Boosting posts vs Ads

Wed (FAQ Day):

- Answer ad targeting questions
- Troubleshoot setup

Outcome: Understand how to plan and create a basic campaign

Assignment: Draft an ad copy + select 3 audiences and campaign goal for mock ad.

Week 6: Freelancing Basics + Final Project Presentation

- Freelancing platforms (Fiverr, Upwork)
- Profile setup + gig writing
- Presentation of final project
- Feedback + career guidance

Wed (FAQ Day):

- Proposal writing review
- Final clarification before project

Outcome: Set up Fiverr profile + Final campaign project

Final Project:

Create a marketing campaign for a mock brand:

- 1 flyer
- 1 ad copy

- WhatsApp marketing plan
- Email draft

ADVANCED DIGITAL MARKETING CURRICULUM (6 Weeks)

Goal: Build real-world marketing strategies and run result-driven campaigns.

Outcome: Launch a full marketing campaign for a business, including ads, email, and performance tracking.

WEEK 1: Strategic Content Marketing

- Understanding brand storytelling
- Building content calendars
- Content for different stages of the customer journey
- Creating a cohesive messaging strategy

Assignment:

- Develop a **2-week content calendar** for a real or fictional brand.
- Write **1 story-driven Instagram or Facebook post**.

WEEK 2: Advanced Social Media Advertising

- Facebook & Instagram Ads objectives (traffic, conversions, awareness, etc.)
- Audience targeting and segmentation
- Conversion tracking
- Ad copy and visual strategy

Assignment:

- Set up a **mock campaign** in Meta Ads Manager.
- Create **3 ad copies and creatives** (image, video, or carousel).

WEEK 3: Sales Funnels & Email Automation

- Lead magnets that convert
- Understanding funnels: awareness to purchase
- Intro to Brevo/Mailchimp
- Setting up automation: welcome email, nurture, sales pitch

Assignment:

- Design a **lead magnet** (eBook, checklist, coupon).
- Set up a **3-email automation** for a funnel using Brevo/Mailchimp.

WEEK 4: SEO & Website Basics

Topics:

- Keyword research fundamentals
- Writing SEO-optimized content
- Building a basic blog or landing page
- Internal linking & blog formatting

Assignment:

- Find **5 keywords** for a niche of your choice.
- Write a **500-word blog post** based on one keyword.
- Build and share a **basic landing page or blog** using WordPress.

WEEK 5: Analytics & Reporting

Topics:

- Understanding Meta Ads data: CTR, CPC, ROAS
- Intro to Google Analytics 4 (GA4)
- Setting up GA4 on a website
- Making decisions from campaign data

Assignment:

- Analyze a sample ad report and write a **1-page insight summary**.
- Connect **GA4 to your blog or site** and take screenshots of traffic reports.

WEEK 6: Personal Branding & Final Campaign

- Building a personal brand as a freelancer
- Creating a digital marketing portfolio
- Pitching and reporting
- Review & feedback of final projects

Final Project:

Create a **complete digital marketing campaign** (content, ad, funnel, analytics).

Submit a **campaign strategy document**: Target audience, Content calendar (1 week), Ad strategy (goal, creative, targeting), Email flow (3 emails), GA4 + Meta report, Present to the class or submit a recorded pitch.

TOOLS USED:

Meta Ads Manager, Google Analytics 4 (GA4), Canva Pro, Brevo / Mailchimp, Google Workspace (Docs, Slides, Sheets), Wix / WordPress (for basic site/blog)

