



ADVANCED DIGITAL MARKETING

Duration: 8-10 Weeks | Level: Intermediate - Advanced

Course Overview

This comprehensive program is designed to equip you with the advanced strategies and techniques used by professional marketers and leading agencies. Dive deep into paid advertising, Search Engine Optimization (SEO), and performance marketing to drive measurable results and elevate your digital marketing expertise.

Curriculum Modules

1. **Meta Ads Mastery** - Explore campaign structure, advanced audience targeting, retargeting strategies, Meta Pixel setup, and effective ad creative testing.
2. **Google Ads (Full Suite)** - Master Search, Display, Shopping, and Performance Max campaigns, including in-depth keyword research and sophisticated bidding strategies.
3. **Advanced SEO Strategies** - Delve into on-page, off-page, and technical SEO, along with the fundamentals of ethical link building.
4. **Performance Marketing Strategy** - Learn to build effective marketing funnels, optimize for Return on Ad Spend (ROAS) and Cost Per Acquisition (CPA), and conduct robust A/B testing.
5. **Marketing Automation & CRM Basics** - Understand lead nurturing, email automation workflows, and the essential role of CRM tools in modern marketing.
6. **Capstone Project** - Apply your learned skills by planning and executing a complete, multi-channel digital marketing campaign.

Tools & Platforms Covered

You will gain hands-on experience with industry-leading platforms including: Meta Ads Manager, Google Ads, Google Shopping, and essential CRM/automation tools.

Learning Outcomes

Upon successful completion of this course, students will be able to confidently plan, execute, and optimize high-impact paid marketing campaigns across all major digital platforms.

