



FACEBOOK MARKETING & PPC MARKETING



ABOUT THE COURSE:

Due to the rapid changes in technology, Digital Marketing is now seen as a go-to strategy of all businesses for brand promotion. Which means, online advertising has also seen a boom. We at Kolkata School Of Digital Marketing encourage students as well as working marketing professionals, to take up our comprehensive course of Facebook Marketing & PPC Marketing, to stand a better chance to be picked by employers and make the most out of advertising budgets. More So, the course has been designed to educate the learners with all the basics as well as the advanced techniques Paid Marketing on Facebook, Google and much more.

This course has been split into 10 convenient modules, with each module allotted a specified time for it. Thereby, along with the theoretical knowledge, the learners are given case studies, exercises and practical classes to get a hands-on experience of all the things that are taught in class. After completion of the course, the learners will be absolute professionals.

MODULE 1

- . Introduction to PPC
- . Introduction to Search Engine Marketing
- . Introduction to Google AdWords
- . Understanding advertising and marketing goals
- . Understand important terms like Quality Score, CTR, Conversion Rate and more

MODULE 2

- . Strategizing PPC Campaigns
- . Understanding Keyword research
- . Keyword Research with tools & techniques
- . Keyword Targeting
- . Understanding the importance of negative keywords
- . Advertisement Writing Technique
- . Building ads that increase click through rates
- . Understanding, Analysing & Improving Ads

MODULE 3

- . Campaign Designing
- . Campaign Management
- . Campaign Optimization
- . Campaign Reporting
- . Understanding bidding strategy
- . Understanding the management of bids
- . Understanding different bid management features and more

MODULE 4

- . Landing Page Creation
- . Conversion Tracking
- . Conversion Optimization

MODULE 5

- . Understanding Ad Extension: Sitelinks, Call, Callout and more
- . Understanding Geotargeting of Ads
- . Understanding Mobile Advertising Module

MODULE 6

- . Understanding Re-Marketing Concept
- . Learn to run successful remarketing campaigns

MODULE 7

- . Google AdWords Reporting & Analytics
- . Understanding Google Analytics reports
- . Integrate PPC account with Google Analytics

MODULE 8

- . Why should you advertise on Facebook?

What is business manager?

- . Facebook Business Manager –
- . Creation, Assets, Permissions and more
- . What is an ad account?
- . How to create and manage an ad account?
- . Facebook and Instagram advertising policies (updated)
- . Effect of recent updates on Facebook advertising
- . Create your first Campaign
- . Understanding target audience and audience selection

MODULE 9

- . How to write ad copies?
- . Understanding ad creatives and placements
- . Understanding budget optimization and bid strategies
- . Facebook pixel and how it works

MODULE 10

- . Case studies and assignments

DIPLOMA IN DIGITAL MARKETING & INTRODUCTION TO MARKETING AUTOMATION

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