

UPBIZNEXT SKILL DEVELOPMENT PROGRAM - 2025

DigiBoost – Digital Marketing Course

Master Digital Skills for the Modern World

Course Overview

- ▶ Duration: 2 to 3 Months
- ▶ Mode: Online / On-Campus
- ▶ Level: Beginner to Intermediate
- ▶ Certificate: Yes

Module 1 – Introduction to Digital Marketing

- ▶ What is Digital Marketing?
- ▶ Importance & Scope
- ▶ Types of Digital Marketing
- ▶ Career & Freelancing Opportunities

Module 2 – Social Media Marketing

- ▶ Facebook Marketing
- ▶ Instagram Growth & Ads
- ▶ WhatsApp Business Tools
- ▶ TikTok Marketing Strategies

Module 3 – Content Creation & Branding

- ▶ Types of Content (Text, Image, Video)
- ▶ Canva for Design
- ▶ Visual Branding Basics
- ▶ Creating Engaging Posts

Module 4 – Facebook & Instagram Ads

- ▶ Meta Business Suite Overview
- ▶ Types of Campaigns
- ▶ Targeting & Budgeting
- ▶ Ad Analytics & Reporting

Module 5 – Search Engine Optimization (SEO)

- ▶ Introduction to SEO
- ▶ On-Page & Off-Page SEO
- ▶ Keyword Research Tools
- ▶ SEO for WordPress & Blogger

Module 6 – Website & E-Commerce Basics

- ▶ WordPress & Wix
- ▶ Setting up a Website
- ▶ E-Commerce Platforms (Daraz, Shopify, WooCommerce)

Module 7 – Freelancing & Online Earning

- ▶ Fiverr, Upwork, PeoplePerHour
- ▶ Profile Creation & Gigs
- ▶ Proposal Writing Tips
- ▶ Local Earning Models

Module 8 – Practical Projects & Final Assessment

- ▶ Live Business Campaign
- ▶ Page Setup & Ad Testing
- ▶ Final Presentation
- ▶ Certificate Awarding

Bonus Topics

- ▶ AI Tools (ChatGPT, Copy.ai)
- ▶ Email Marketing Basics
- ▶ Online Payment Gateways
- ▶ Business Setup Tips

Join DigiBoost Today!

- ▶ Learn. Practice. Earn.
- ▶ For Registration: Contact Info Here
- ▶ Social Media Links