

Diploma in DIGITAL MARKETING

BATCH 17

Now is the time to advance your skills to new heights!!



Program Overview

The Digital Marketing diploma aims at providing training to a wide range of professionals. Being a cornerstone certification, the Professional Diploma in Digital Marketing can give you exposure to digital marketing specialists, from Social Media Marketing and Mobile Marketing to PPC Marketing, Email Marketing, and SEO. People who are looking for a change in direction in their careers or marketing newbies who want to make the switch to digitalization can benefit from this diploma.

Courses Included

- 1 Google PPC & Automated Email Marketing
- 2 Search Engine Optimization (SEO) & Wordpress
- 3 Performance Metrics & KPIS
- 4 Social Media Marketing

Program Details

- Starting: April 2025
- Rs. 180,000/- (+5% SST)
- 4-Months Diploma
- Saturday 5:00 PM - 9:00 PM
Sunday: 9:30 AM to 2:30 PM



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Future Benefits

- **Strategic Skill Set:** Develop strategic thinking for impactful campaign planning and execution.
- **Credibility:** Gain industry recognition and trust as a proficient social media marketer.
- **Effective Campaigns:** Manage successful campaigns that drive engagement and conversions.
- **Data-Driven Insights:** Analyze metrics to optimize strategies & achieve better ROI.
- **Business Growth:** Contribute to revenue growth by expanding brand reach and customer base.
- **Adaptability:** Stay relevant by staying current with evolving social media trends.
- **Entrepreneurship:** Apply skills to launch and manage social media-driven ventures.

Trainer Profiles



Asif Iqbal

Chairman Advisory Board - Digital Marketing Association Pakistan | Serial Entrepreneur, Growth Hacker, Trainer

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Ahsen Aghai

Senior Manager Digital Marketing - Herbion International | Effie Award Winner

Click to view



Course Topics

Topics	Subtopics
SEO & WordPress	<ul style="list-style-type: none"> • Website Design, Development & SEO Optimization • Keyword Research & Competitive Analysis • On-Page, Off-Page & Technical SEO Strategies • Google Analytics & Search Console Implementation
Google PPC & Email Marketing	<ul style="list-style-type: none"> • Google Ads Account Setup & Campaign Execution • Bidding Strategies & Budget Optimization • Ad Performance Tracking & Google Tag Manager • Email Automation, Segmentation & Lead Nurturing
Social Media Marketing	<ul style="list-style-type: none"> • Facebook, Instagram & LinkedIn Ad Campaigns • YouTube SEO & Video Ads Optimization • Social Media Strategy & Content Calendar Development • Analytics, Engagement & Performance Optimization
Performance Metrics & KPIs	<ul style="list-style-type: none"> • Key Digital Marketing Metrics & SMART KPIs • Website, SEO & Social Media Performance Tracking • PPC & Email Marketing Campaign Analytics • Data Visualization & Reporting for Strategy Optimization
Live Project	<ul style="list-style-type: none"> • Create and execute a social media campaign for your own business focusing on Instagram and Facebook platforms, emphasizing visual content and engagement tactics.



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