

# Diploma in **DIGITAL MARKETING**

Batch 15


It is time to take your **SKILLS** to  
the **NEXT LEVEL!**

**REGISTRATIONS OPEN**

 **Starting: April 2024**

 **4-Months Diploma**

 **Rs. 140,000/- (+5% SST)**

 **Saturday 5:00 PM - 9:00 PM**  
**Sunday: 9:30 AM to 2:30 PM**

 [cict.iba.edu.pk](mailto:cict.iba.edu.pk)

 **021 38104700 EXT (1146,1162)**



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## COURSE 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.

## 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 and 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.

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## COURSE TOPICS

### Digital Advertising:

- Promoting products/services on platforms like Facebook, Instagram, and Twitter. Part of digital strategy for online customer engagement.
- Includes paid advertising.
- The course covers strategy, ads, and performance assessment.

### Performance Metrix & Key Performance Indicators (KPIs):

- Ways to track and evaluate success and progress.

### SEO and WordPress:

- Boosting Online Visibility through SEO.
- Elevate website ranking in search results and draw organic traffic by optimizing content and structure for search engines like Google.
- Widely used CMS with built-in SEO advantages, enhancing search rankings effortlessly.

### Google Pay-Per-Click (PPC):

- Advertisers pay per click on online ads.
- Drives targeted traffic to websites.
- Generates leads and sales effectively.

### Automated Email Marketing:

- The software sends scheduled marketing emails.
- Targets subscribers.
- Trigger-based automation for timely communication.

### Live Project

- Create and execute a social media campaign for your own business focusing on Instagram and Facebook platforms, emphasizing visual content and engagement tactics.