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# FULL STACK DIGITAL MARKETER

Diploma Outline

144 Hours

## 01-SOCIAL MEDIA STRATEGY AND ANALYSIS TRACK

### Introduction

- What's Digital Marketing?
- Difference between Tradition and Digital Marketing
- Digital Marketing fields and Components
- Intro to Social Media Marketing
- Intro to Content Marketing
- Intro to SEO
- Intro to Google Ads
- Intro to Email Marketing
- Digital Marketing and Social Media in Arab World

### Analysis

- What is Situation and Competitor Analysis
- Why we need SWOT Analysis
- Social Media Profile Analysis
- Engagement Analysis
- Community Management Analysis
- How to make Recommendations

### Strategy and Planing

- Define Goal and Objectives
- How to create Buyer Personas for your Business
- How to create a Brand Persona
- Define the adequate Tone of Voice
- Define the right Platform
- How to create a Content Strategy
- Prepare your monthly Content Calendar

### Social Media Strategy and Analysis

- Social media Monitoring
- Social Media Listening
- Crisis Management
- Platforms Algorithm

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## 02-CONTENT CREATION

### Foundations

- What is Content?
- History of Content Creation
- Content: Formats, Types, Platforms
- Content Writing Vs. Content Creation
- Copywriting Vs. Content Marketing
- Popular Mistakes in Content Writing
- Content Marketing Funnel

### Content Strategy & Planning

- Content Goals and Objectives
- Audience Research & Buyer Persona Profile
- Core Message & Tone of Voice
- Content Ideation
- Content Themes & Pillars
- Content Types & Channels
- Content Calendar

### Content Creation

- Campaign Concept
- Slogan / Tagline
- Formulas for Writing Headlines
- Formulas for Writing Copies
- Refining Content & Proofreading
- Using AI in Content Creation

### Content Analysis

- Monitoring the Content Performance
- Making Data-Driven Decisions

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## 03-SOCIAL MEDIA ADS

### Digital Advertising Introduction

- Understanding the Media Buying Process
- Bringing Targeted Traffic
- Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process
- Tools Needed

### SOCIAL MEDIA MARKETING

#### Facebook and Instagram

- Understanding Facebook Advertising
- Creating Facebook Page
- Types of Facebook Advertising
- Best Practices for Facebook Advertising
- Understanding Facebook Best Practices
- Targeting in Ad Campaign
- Payment Module- CPC vs CPM vs CPA
- Setting up Conversion Tracking
- Using the Power Editor Tool for Advertising
- Tips & Tricks

#### Linkedin

- Company Profile vs Individual Profiles
- LinkedIn Advertising & its Best Practices
- Increasing ROI from LinkedIn Ads
- LinkedIn publishing & Company pages
- Advertising on LinkedIn Tips & Tricks

#### X and Snapchat

- Ads on X & Snapchat
- Creating Campaigns
- Types of Ads
- Video Marketing
- Understanding Video Campaign
- Importance of Video Ads
- Conversions on Snapchat

#### Tiktok

- Introduction of Tiktok Ads
- Tiktok Campaigns
- How to Create Ads
- Remarketing in Tiktok

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## 04-AGENCY CREATIVE BRIEF

### Agency Creative Brief

- Why we need a Creative Brief
- Understanding the Creative Brief
- How to ask the Right Questions
- Creative Brief Components
- Proposal Definition
- How to make a Professional Proposal

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## 05-AI & Prompt Engineering for Digital Marketers

### Foundations of AI and Prompting

#### ■ What Is AI?

- Definition and history
- How AI works
  - Data in, patterns out
- AI in daily life:
  - Examples: search, recommendations, chatbots

#### ■ Why AI Matters for Marketers

- How AI is changing marketing
- What you'll gain from this course

#### ■ Benefits of AI in Marketing

- Saving time, money, creative energy
- Always-on ideation, writing, insights
- Personal assistant for repetitive/strategic tasks
- Group discussion: "Where do you wish you had help in your marketing tasks?"

#### ■ Generative AI in Digital Marketing

- What is generative AI?
- Key applications:
  - Content creation
  - Branding
  - Planning
  - SEO, media buying, research
- Real examples:
  - Show sample outputs for each use case

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## 05-AI & Prompt Engineering for Digital Marketers

### Foundations of AI and Prompting

#### ■ Types of Generative AI

- TextImage:  
(demo: create a social post image)
- Audio
- Video

#### ■ Prompting Basics

- What is a prompt?
- How ChatGPT and similar tools process input
- Elements of a good prompt:
  - Role, Task, Format, Tone, Constraints
- Introduction to “chain-of-thought” prompting
- Practice:
  - Rephrase, summarize, rewrite a simple prompt
  - Group shares and feedback

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## 05-AI & Prompt Engineering for Digital Marketers

### Deep Dive into Prompt Engineering

#### ■ Prompt Frameworks

- Introduce frameworks with examples:
  - TAG: Task, Action, Goal
  - CARE: Context, Action, Result, Example
  - RISE: Role, Input, Steps, Expectation
  - RTF: Role, Task, Format
  - TACO: Tone, Audience, Context, Objective
  - Few-shot/Zero-shot Prompting

#### ■ Prompt Writing Techniques

- Writing clear, focused prompts
- Avoiding vague or generic outputs
- Multi-step Prompting
- Breaking down complex tasks into smaller prompts
- Giving examples in prompts
- Practice:
  - Refine a “bad” prompt into a “good” one

#### ■ Use Cases in Marketing

- Content ideas: Blog, social, email
- Content calendars: Plan a week’s posts
- Value propositions: Generate unique selling points
- Tone/style changes: Adjust for different audiences

#### ■ Hands-on Practice

- Real-life scenarios:
  - Content brief writing
  - Social media captioning
  - Ad copy generation

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## 05-AI & Prompt Engineering for Digital Marketers

### Workflow & Scenarios

#### From Client Brief to Execution

- Understanding a new client's needs
- Creating a marketing brief with AI
- Pick a brand or business idea
- Choosing the right channels using AI suggestions
- Role-play exercise:

— acts as "client," others as "agency" using AI to respond

#### Prompt Cheat Sheet

#### AI for Research & Brainstorming

- Generating audience personas
- Exploring content angles
- Detecting competitor tone/style
- Expanding ideas from simple prompts
- Live demo:

— Use Perplexity/ChatGPT for quick research

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## 06-SEARCH ENGINE OPTIMIZATION

### SEO Basics & Background

- Understanding domain/website & how they work
- Types of Websites & their importance
- Basics of world wide web (www) /Internet
- What is Internet Marketing /Digital Marketing?
- Types of Internet Marketing & their importance
- Introduction to Search Engines & their importance
- How Search Engines Work?
- Search Engines Algorithms & Architecture
- Introduction to Google Search Engine
- Understanding Search Engine Result Pages (SERPs)
- Basic & Advance Search Commands /Operators SERPs
- Google Search Algorithm & its Capabilities/Functions

- Page Rank Technology & its Impact in Ranking Calculation
- Introduction to Google Algorithm Updates

### Initial Website Analysis & Competitor Analysis

- Complete Website Analysis (SWOT)
- Fix Critical Issues Cleanup Spam backlinks (Follow)
- Link Profile Cleanup Introduction to Keyword Research (Follow)
- Types of Keywords and their impact on SERPs
- How to find Successful Keywords to meet Project Targets
- How to Use Free & Premium Keyword Research Tools
- 3 Powerful techniques of Keyword Research
- Leveraging long tail & Geo intent Keywords
- Q & A session

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## 06-SEARCH ENGINE OPTIMIZATION

### On-Page / On-Site SEO

- SEO Friendly Website Design & Development
- SEO Friendly Site Structure
- Understanding HTML needed for SEO
- How to ensure Usable, Crawlable & Indexable Site Structure
- What you should know about On-site Optimization
- Importance of On-page SEO & its Weightage in Google Ranking

### On-Page SEO Activities

- Title Tag Optimization
- Meta Description Tag Optimization
- Filename Optimization
- SEO friendly URL structure
- Canonical Tags Optimization
- Website Speed Optimization with the help of Development Team
- Robots.txt Optimization
- Sitemap.xml Optimization

- Integrating Keywords throughout Webpage
- Keyword Density Management
- Using Keywords in H1, H2, H3...H6 tags
- Image Tag Optimization (Alt)
- Using Keywords in Content
- Content Duplicate Check and Fix
- Content Optimization – How to find High Quality Content
- Understanding Quality Content, Engaging Content, Value Added Content & Converting Content
- Optimizing internal links
- Outgoing Links Optimization
- 301 URL Redirection
- 404 Error Page Optimization
- W3C Validation
- Usage of frames / iframes and their impact
- Header & Footer Optimization
- Heat Map Optimization

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## 06 - SEARCH ENGINE OPTIMIZATION

- On-Page SEO Best Practices
- Q & A Session
- **Off-Page / Off-Site SEO**
  - Introduction to Off-Page SEO
  - Importance of Off-Page SEO & its weightage in Search Rankings
  - Introduction to Link Building
  - How Links/ Backlinks Effect Search Engine Rankings
  - Types of Backlinks
  - Most Powerful Backlinks that Google don't want you to know
  - How to avoid Google Penalties and Build Future Compatible Links
  - How to Recover from Google Spam Penalties
  - Nofollow Vs Dofollow links
  - Installing Google Analytics
  - Installing Google Webmaster Tools
  - Types of Linking Methods – Do's & Don'ts
  - Analyzing Overall Backlink Profile
  - What is Natural Backlink Profile and its Importance?
  - XML Sitemap Submission and, Indexing on Major Search Engines (Google, Yahoo, Bing)
  - White Hat, Grey Hat & Black Hat Links – Do's and Don'ts
  - Using Premium tools for Advanced Link Building (Ahres, SEMrush)

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## 06 - SEARCH ENGINE OPTIMIZATION

### SEO for Content Management Systems (CMSs)

- SEO for Static Sites Vs Dynamic Sites
- SEO for WordPress Powered Sites
- SEO for Magento Sites
- SEO for Laravel Sites
- SEO for any Website
- Q & A

### Tracking & Reporting

- Tracking Target Keyword Ranking on Google, Yahoo & Bing
- Introduction to Google Analytics
- Generating Various types of Reports
- Report Website visitors, Geo, Traffic sources, Time spent, Bounce rate and more
- Q & A

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## 07 - GOOGLE ADS

### What is Google Ads?

- Why I should learn Google Ads?
- Google Ads VS Social Media Ads.
- Google Ads campaign types.
- Discover Google Ads dashboard.
- Account setup & verification.

### What is search campaign?

- Keyword match types.
- Bidding strategies.
- Quality score.
- Calls campaign.
- Ad Extension types.

### What is Display campaign?

- Targeting options.

### What is video campaign?

- Types of video campaign.
- Targeting options.
- Reporting & Analysis.
- What is Shopping campaign?
- How to setup products properly?
- What is P.Max campaign?
- Targeting options.

### How to write effective ads?

- Audience Signals & Remarketing.
- Optimization & Best practices.
- How to setup conversion tracking properly.
- Ad Extensions types.
- How to setup products properly.
- Reporting & Analysis.
- How to spy on competitor ads.

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## 08-EMAIL MARKETING WORKSHOP

- Why Email Marketing is important?
- How to get leads for your Email Marketing Campaign?
- How to work on Mail Chimp?
- How to Design your own Campaign?
- Your Campaign Analytics