

BQ 021

DIGITAL MARKETING (Advance) 2nd EDITION



CREATE IMPACTFUL CAMPAIGNS DRIVE REAL DIGITAL GROWTH

Duration 3 Months

● on-campus classes

www.banoqabil.org

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Course Title: Digital Marketing(Advance)	
Course Code:	BQ-021
Duration:	12 Weeks
Class Structure	
Total Hours:	48 Hours
Total Sessions:	24 Sessions (Two sessions per week or as per convenience)
Session Duration:	2 Hours

1. Course Overview

The course of 'Advanced Digital Marketing' is structured to provide students with high-level theoretical knowledge and intensive practical skills necessary to execute and scale professional digital marketing campaigns. Delivered over 12 weeks, this course focuses on advanced freelancing strategies, campaign optimization, AI-driven content creation, paid advertising, analytics, and professional portfolio development.

Students will engage in weekly assignments, quizzes, soft skills sessions, and project-based learning to simulate real-world client scenarios. Key focus areas include advanced SEO, social media advertising, email automation, YouTube marketing, content strategy, AI tools for optimization, and building a scalable freelance business. The inclusion of mock client interviews, portfolio refinement, and income scaling strategies ensures students are prepared for professional freelance or in-house digital marketing roles.

2. Course Objectives

By the end of the course, students will be able to:

- Implement advanced digital marketing strategies for various platforms.
- Optimize SEO, content, and ad campaigns for better conversions.
- Run paid advertising campaigns on Meta, Google, and YouTube.
- Build AI-assisted content, automation, and analytics workflows.
- Enhance personal branding, portfolio development, and client management.
- Scale freelance business operations and maximize income potential.

3. Learning Outcomes

By the end of the course, students will be able to:

- Execute multichannel marketing campaigns with advanced strategies.
- Optimize SEO and content for higher traffic and engagement.
- Manage paid ad campaigns with effective targeting and retargeting.
- Use AI tools for content creation, analytics, and workflow automation.

- Build a professional portfolio, YouTube presence, and high-value freelancing profiles.
- Develop a comprehensive freelancing roadmap and scale income consistently.

4. Course Breakdown:

4.1. Theory Work 20%

- Advanced digital marketing concepts and funnel optimization
- Customer journey mapping & performance analytics
- Platform overviews (Advanced SEO, Paid Ads, Email Automation, YouTube)
- Industry trends, case studies, and high-performing campaigns
- Guest speaker sessions (successful freelancers & marketers)
- soft skills theory: negotiation, client management, business communication

4.2. Practical Work 80%

- Creating and optimizing advanced Fiverr/Upwork/LinkedIn profiles
- Writing AI-driven content for blogs, emails, and social media
- Social media campaign creation, scheduling, and analytics (Buffer, Hootsuite)
- YouTube channel setup, video optimization, and Shorts/Reels creation
- Performing advanced SEO audits, keyword clustering, and backlink strategies
- Email automation, lead generation, and funnel building
- Running mock paid ad campaigns on Meta, Google, and YouTube
- Building portfolio websites using Wix, Notion, or WordPress
- Client communication simulations and mock proposals
- Weekly assignments, mini-projects, and one final advanced project

5. Assessment Criteria

5.1 Attendance & Participation:	15%
5.2 Quiz:	20%
5.3 Assignments & Projects:	25%
5.4 Final Portfolio + Presentation:	40%

5.1. Course Outline - Weekly Breakdown

A. Session Focus:

- Mission, Vision & Values Alkhidmat Foundation Pakistan & Bano Qabil Pakistan
- Course Structure, Rules, Regulations
- Success Stories & Project Impact
- Expectations from Students

Week-1: Advanced Introduction

A. Session-1: Advanced overview of Digital Marketing

- i. Differences between Beginner, Advanced, and Expert Digital Marketing
- ii. Key Trends and Technologies in 2025
- iii. Advanced Digital Marketing Channels Overview
- iv. Career Paths & High Paying Job Roles
- v. Real-world examples of successful advanced campaigns from Pakistan and globally

B. Session-2: Market Opportunities & Competitive Analysis

- i. Emerging niches and high-demand digital services
- ii. Case Study Analysis: 3 Advanced Digital Marketing Success Stories
- iii. Competitor Analysis and Positioning

C. Assignment: Conduct a competitor analysis for a chosen niche and summarize findings in 1 page

D. Quiz: Advanced digital marketing channels and trends

E. Trainer Resource Links

- i. Advanced Digital Marketing Trends, Hubspot Academy
- ii. Case Studies of High ROI Digital Campaigns

Week-2: Marketing Funnels

A. Session-3: Deep Dive into Marketing Funnels.

- i. Multi-channel funnel strategies (TOFU, MOFU, BOFU)
- ii. Advanced AIDA & PAS Models
- iii. Conversion Rate Optimization (CRO) Principles

B. Session-4: Buyer Persona & Customer Journey Mapping

- i. Creating detailed personas using AI tools
- ii. Behavioral segmentation
- iii. Predictive analytics for targeting

C. Assignment: Map a full customer journey for a selected product/service

D. Quiz: Funnel optimization & customer journey concepts

E. Trainer Resource Links

- i. Advanced Funnel Strategies, HubSpot Academy
- ii. Predictive Marketing Analytics, Google Digital Garage

Week-3: Freelancing Platforms for Advanced Services

A. Session-5: Freelancing Platforms Overview

- i. Upwork, Fiverr, Toptal, Freelancer, WorkChest
- ii. Platforms for high-value clients and niche services

B. Session-6: Profile Optimization & Premium Gig Creation

- i. Using AI for compelling proposals and portfolio presentation
- ii. Creating high-conversion gig thumbnails & descriptions

C. Project Work: Create an optimized profile and 2 premium gigs

D. Quiz: Advanced freelancing strategy & client targeting

E. Trainer Resource Links

- i. High-Ticket Freelancing, Upwork Academy
- ii. Fiverr Pro Guide

Week-4: Content Marketing Mastery

A. Session-7: Advanced Content Strategy

- i. Pillar content & cluster strategy
- ii. Interactive and video content planning
- iii. Content calendar automation

B. Session-8: AI-Driven Content Creation

- i. Using ChatGPT, Surfer AI, and Jasper
- ii. Optimizing for engagement and conversion

C. Assignment: Produce a 500-word SEO-optimized blog post + 1 social media post

D. Quiz: Content strategy and AI tools usage

E. Trainer Resource Links

- i. Advanced Content Marketing, HubSpot Academy
- ii. AI Writing Tools - Tutorials

Week-5: SEO & Technical Optimization / Soft Skills Session

A. Session-9: Technical & On-Page SEO

- i. Schema markup, site speed optimization
- ii. Mobile SEO & Core Web Vitals

B. Session-10: Off-Page SEO + Link Building

- i. Guest posting for authority
- ii. Digital PR and backlink audits

C. Quiz: SEO metrics & advanced techniques

D. Assignment: Perform technical SEO audit of a live website

E. Trainer Resource Links

- i. Advanced SEO - Moz Academy
- ii. Surfer SEO Tutorials

Week-6: Keyword Research & Analytics / Soft Skills Session

A. Session-11: Advanced Keyword Research

- i. Search intent mapping & long-tail keyword strategy
- ii. Competitor keyword gap analysis

B. Session-12: Analytics & AI Insights

- i. Google Analytics 4 deep dive
- ii. AI-based predictive analytics for campaigns

C. Quiz: Analytics & keyword strategy

D. Assignment: Conduct keyword research and predictive analysis for a selected niche

E. Trainer Resource Links:

- i. Google Analytics Advanced - Skillshop

Week-7: Social Media Marketing / Soft Skills Session

A. Session-13: Advanced Social Media Strategy

- i. Multi-platform integration
- ii. Retargeting campaigns & lookalike audiences

B. Session-14: AI-Driven Creative Design

- i. Canva Pro, Adobe Firefly, Runway ML
- ii. Creating viral content and reels

C. Assignment: Build a 1-week social media content calendar with 5 posts

D. Quiz: Social media strategy & engagement metrics

E. Trainer Resource Links

- i. Advanced Social Media Marketing - Coursera
- ii. AI Content Tools - Tutorials

Week-8: Paid Ads Strategy / Soft Skills Session

A. Session-15: Meta & Google Ads Advanced

- i. Campaign structuring & budget allocation
- ii. Retargeting & audience segmentation

B. Session-16: Ad Copywriting & Design Optimization

- i. A/B testing ad creatives
- ii. Tracking & analytics for ROI

C. Project: Run a mock paid ad campaign with reporting

D. Quiz: Ad campaign strategy & metrics

E. Trainer Resource Links

- i. Meta Blueprint Advanced Courses
- ii. Google Ads Advanced Tutorials

Week-9: Email Marketing & Lead Generation / Soft Skills Session

A. Session-17: Advanced Email Campaigns

- i. Drip campaigns, automation, and personalization
- ii. Advanced segmentation & triggers

B. Session-18: Lead Magnets & Conversion Funnels

- i. High-value lead magnet creation
- ii. Conversion optimization using AI

C. Assignment: Create 3 automated email sequences

D. Quiz: Email marketing & funnel strategies

E. Trainer Resource Links

- i. Mailchimp Advanced Tutorials
- ii. AI Tools for Lead Generation

Week-10: YouTube & Video Marketing / Soft Skills Session

A. Session-19: YouTube Channel Growth

- i. Branding & SEO for videos
- ii. Analytics and content strategy

B. Session-20: Short-form Video & Reels Creation

- i. Tools: Pictory, Runway ML, CapCut
- ii. Engagement and monetization strategies

C. Quiz: YouTube growth & short-form content

D. Project: Launch channel with 1 video optimized for SEO

E. Trainer Resource Links

- i. YouTube Creator Academy
- ii. TubeBuddy Advanced

Week-11: Portfolio & Client Acquisition / Soft Skills Session

A. Session-21: Portfolio Optimization & Freelancing Pitching

- i. High-converting proposals
- ii. Mock client negotiation & communications

B. Session-22: Website Portfolio Setup

- i. Wix, Notion, Carrd
- ii. Showcase 3 completed projects

C. Quiz: Client acquisition & communication

D. Assignment: Build professional portfolio website

E. Trainer Resource Links

- i. High-Ticket Freelancing – Upwork
- ii. Portfolio Building Guide

Week-12: Earning Plan & Business Scaling / Soft Skills Session

A. Session-23: Proposal Writing & Income Planning

- i. Advanced freelancing strategy
- ii. Setting weekly & monthly income goals

B. Session-24: Final Presentation & Mock Interview

- i. Professional presentation & personal branding
- ii. Confidence building & negotiation skills

C. Final Project: Present portfolio + 3-month freelancing roadmap

D. Final Quiz: Comprehensive course recap

E. Trainer Resource Links

- i. Writing Proposals – Upwork Academy
- ii. Mock Interview Tips

6. Guest Speaker Sessions

- a. Minimum 2 guest speakers required during course:
- b. Topics May Include: Advanced Freelancing Tips, Industry Insights, Career Guidance
- c. Guest Speaker Details: Submit name, designation, and session topic before Week 1

Note: 01-hour Soft Skills Session will be conducted weekly from **Week 05 to Week 12.**