

BQ 022

**DIGITAL
MARKETING** (Expert)
2nd EDITION



**COMMAND INNOVATION
INFLUENCE MARKETS
SET NEW DIGITAL STANDARDS**

Duration 3 Months

● on-campus classes

www.banoqabil.org

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Course Title: Digital Marketing (Expert)	
Course Code:	BQ-022
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 Expert-Level Digital Marketing course is designed for learners who already understand the fundamentals and want to master advanced, data-driven marketing strategies. Delivered over 12 weeks, this program focuses on high-level skills such as paid advertising, consumer psychology, technical SEO, automation, analytics, and strategic content planning.

This course emphasizes real-world implementation through advanced practical tasks, including running targeted ad campaigns, conducting in-depth competitor audits, optimizing funnels, setting up tracking systems, and designing full-scale digital strategies for businesses. Students will learn to build and manage multi-channel marketing systems that deliver measurable results.

2. Course Objectives

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

- Master advanced digital marketing concepts, frameworks, and data driven strategies.
- Use professional marketing tools (GA4, Google Ads, Meta Ads, Ahrefs/SEMrush, Hotjar) for in-depth analysis and optimization.
- Plan and execute full-funnel performance marketing campaigns across multiple channels.
- Develop advanced SEO strategies including technical SEO, backlinks, competitive analysis, and content clusters.
- Design high-converting content systems, automated workflows, and email funnels using CRM and automation tools.
- Build a strong freelancing or agency presence, including client acquisition funnels and proposal writing.
- Create advanced digital marketing portfolios showcasing real business case studies and campaign performance.

3. Learning Outcomes

By the completion of this course, students will be able to:

- Analyze digital channels using data insights, KPIs, and ROI-driven marketing models.

- Run professional paid advertising campaigns (Meta Ads + Google Ads) with proper targeting, budgeting, and optimization.
- Perform technical SEO audits, competitor breakdowns, content gap analysis, and keyword clustering.
- Create multi-platform content strategies using AI for long-form content, ad creatives, and marketing automation.
- Use advanced tools such as GA4, Tag Manager, Looker Studio, and UTM tracking to measure campaign performance.
- Develop complete digital marketing strategies, including funnels, retargeting systems, and automation workflows.
- Build a high-level freelancing/consultant portfolio with case studies, campaign reports, and client-focused results.

4. Course Breakdown:

4.1. Theory Work 30%

- Advanced digital marketing frameworks (AIDA, TOFU–BOFU funnel, omnichannel strategies)
- In-depth understanding of analytics, tracking, KPIs, attribution models & campaign architecture
- Technical SEO, search intent analysis, content clustering & competitor intelligence
Discussion of industry trends and case studies
- Advanced advertising strategies (Meta Ads + Google Ads), ad psychology & audience segmentation
- CRM, marketing automation, email funnels & retargeting ecosystems
- Expert-level freelancing/agency structure, client acquisition systems & proposal writing
- Guest speaker sessions (industry experts, agency owners, performance marketers)
- Professional soft skills: client communication, negotiation, reporting, and leadership

4.2. Practical Work 70%

- Performing complete SEO audits (technical, on-page, off-page) using pro tools (Ahrefs/SEMrush)
- Designing content strategies: keyword clusters, pillar pages & full content calendars
- Running professional Meta Ads campaigns: testing, optimization, A/B split tests & reporting
- Running Google Ads campaigns (Search, Display, Performance Max) with proper targeting
- Creating automated email marketing funnels (Mailchimp, HubSpot, Systeme.io)
- Building dashboards with GA4 + Looker Studio (real-time tracking & reporting)
- Conducting advanced competitor research and market-gap analysis
- Developing client onboarding systems, SOPs, proposal templates & service packages
- Building a high-level portfolio including:
 - SEO Audit Reports
 - Content Strategy Blueprints

- Paid Ads Performance Reports
- Case Studies & Client Simulations

j. Weekly hands-on assignments + one final “Real Campaign + Portfolio Project”

5. Assessment Criteria

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

6. 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: Introduction

A. Session-1: Introduction to Expert Digital Marketing

- i. What is Digital Marketing at Expert Level?
- ii. Why Expert-Level Digital Marketing is Critical Today
- iii. Overview of Advanced Digital Marketing Channels
- iv. Expert Career Paths & Job Roles
- v. Real-World Global Expert Case Studies

B. Session-2: Scope of Digital Marketing for Experts

- i. Market Trends & Opportunities Globally
- ii. Case Study Analysis: 3 Expert-Level Digital Marketing Success Stories

C. Assignment: Analyze global trends and write a one-page summary

D. Quiz: Key concepts of Expert Digital Marketing

E. Trainer Resource Links

- i. Advanced Digital Marketing Overview (HubSpot Academy)
- ii. Expert Digital Marketing Career Paths

Week-2: Market Research & Consumer Behavior

A. Session-3: Advanced Market Research for Digital Marketers

- i. Understanding Consumer Psychology & Digital Behavior
- ii. Competitor Intelligence Using Advanced Tools (Ahrefs, SEMrush, SimilarWeb)
- iii. Market Segmentation: ICP, Buyer Personas & Behavioral Profiling
- iv. Data-Driven Decision Making in Marketing Strategy
- v. Real-World Expert-Level Research Examples

B. Session-4: Audience Targeting & Trend Analysis

- i. Identifying Market Gaps & High-Value Opportunities
- ii. Case Study Analysis: 3 Expert-Level Market Research Success Models

C. Assignment: Conduct competitor analysis and write a one-page insights report

D. Quiz: Market research techniques & consumer psychology fundamentals

E. Trainer Resource Links

- i. Advanced Market Research Guide (HubSpot + SEMrush)
- ii. Consumer Behavior & Audience Insight Resources (ThinkWithGoogle)

Week-3: Content Strategy & Advanced SEO

A. Session-1: Expert Content Strategy

- i. Content Planning Using Data Insights
- ii. Advanced Blogging & Long-Form Content Techniques
- iii. SEO Strategy for Maximum Traffic & Authority
- iv. Expert Content Mapping Across Channels
- v. Real-World Content Campaign Examples

B. Session-2: Advanced SEO Techniques

- i. On-Page & Off-Page Optimization
- ii. Technical SEO Audit Techniques
- iii. Case Study Analysis: 3 High-Traffic Websites

C. Assignment: Perform a mini SEO audit of a selected website

D. Quiz: Expert SEO strategies

E. Trainer Resource Links

- i. Advanced SEO Guide (Moz + SEMrush)
- ii. Technical SEO Resources

Week-4: Paid Advertising & Campaign Management

A. Session-1: PPC & Paid Media Overview

- i. Google Ads Advanced Targeting
- ii. Facebook & Instagram Ads Optimization
- iii. LinkedIn & YouTube Paid Campaigns
- iv. Budgeting & ROI Calculation
- v. Real-World Paid Media Examples

B. Session-2: Campaign Planning & Tracking

- i. Setting KPIs & Campaign Goals
- ii. Conversion Tracking & Pixel Implementation

C. Assignment: Design a paid campaign with budget and KPI plan

D. Quiz: Paid advertising metrics & strategy

E. Trainer Resource Links

- i. Google Ads Advanced Tutorial
- ii. Facebook Ads Expert Guide

Week-5: Social Media Mastery / Soft Skills Session

A. Session-1: Social Media Strategy & Analytics

- i. Advanced Social Media Marketing Tactics
- ii. Multi-Platform Content Scheduling
- iii. Metrics & Analytics for ROI
- iv. Case Study: Viral Social Media Campaigns

B. Session-2: Community Engagement & Growth Hacking

- i. Strategies to Increase Followers & Engagement
- ii. Influencer Marketing Techniques

C. Quiz: Social media growth tactics

D. Assignment: Create a one-month social media strategy

E. Trainer Resource Links

- i. Social Media Analytics Tools (Hootsuite, SproutSocial)
- ii. Advanced Growth Hacking Techniques

Week-6: Email Marketing & Automation / Soft Skills Session

A. Session-1: Expert Email Campaigns

- i. Email List Segmentation & Personalization
- ii. Drip Campaigns & Customer Journey Mapping
- iii. Automation Workflows

B. Session-2: Lead Nurturing & CRM Integration

- i. HubSpot / Mailchimp Advanced Setup
- ii. Lead Scoring & Retargeting

C. Quiz: Email marketing & automation metrics

D. Assignment: Build a mini automated email sequence

E. Trainer Resource Links:

- i. Advanced Email Marketing Guide
- ii. CRM Integration Tutorials

Week-7: Analytics & Data-Driven Marketing / Soft Skills Session

A. Session-1: Google Analytics & Tag Manager

- i. Setup & Tracking Advanced Metrics
- ii. User Behavior Analysis
- iii. Event Tracking & Funnels

B. Session-2: Conversion Rate Optimization (CRO)

- i. A/B Testing
- ii. Heatmaps & User Session Analysis

C. Assignment: Analyze a website and suggest CRO improvements

D. Quiz: Web analytics & CRO

E. Trainer Resource Links

- i. Google Analytics Advanced Training
- ii. CRO Best Practices

Week-8: Video Marketing & YouTube Strategy / Soft Skills Session

A. Session-1: YouTube & Short-Form Content Strategy

- i. Advanced Channel Setup & Branding
- ii. Video SEO & Thumbnails Optimization

B. Session-2: Video Creation & Distribution

- i. Editing with AI Tools (Pictory, Runway ML)
- ii. Multi-Platform Video Sharing

C. Assignment: Create and upload a short-form video with SEO optimization

D. Quiz: Video marketing strategies

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

Week-9: Advanced Freelancing & Client Acquisition / Soft Skills Session

A. Session-1: Expert Profile & Gig Optimization

- i. Fiverr, Upwork, Freelancer Advanced Profiles
- ii. Writing High-Converting Proposals

B. Session-2: Client Communication & Negotiation

- i. Handling Multiple Clients
- ii. Avoiding Scams & Ensuring Repeat Business

C. Assignment: Optimize a freelancing profile and draft 3 proposals

D. Quiz: Client acquisition strategies

E. Trainer Resource Links

- i. Expert Freelancing Tips
- ii. High-Converting Proposal Templates

Week-10: Advanced Marketing Funnels & Automation / Soft Skills Session

A. Session-1: Multi-Channel Funnels

- i. TOFU, MOFU, BOFU Mapping
- ii. Cross-Channel Campaign Integration

B. Session-2: Automation & Retargeting

- i. Facebook Pixel, Google Remarketing
- ii. Automation with CRM Tools

C. Assignment: Design an advanced multi-channel funnel

D. Quiz: Funnel and automation concepts

E. Trainer Resource Links

- i. Multi-Channel Marketing Guides
- ii. Automation Tool Tutorials

Week-11: Portfolio & Case Study Development

A. Session-1: Building Expert-Level Portfolio

- i. Case Study Writing
- ii. Showcasing Multi-Channel Campaigns

B. Session-2: Presentation & Mock Client Meetings

- i. Professional Presentation Skills
- ii. Handling Feedback & Questions

C. Assignment: Create a portfolio with 3 detailed case studies

D. Quiz: Portfolio best practices

E. Trainer Resource Links

- i. Portfolio Design Guide
- ii. Case Study Examples

Week-12: Earning Plan & Capstone Project

A. Session-23: Freelancing Earning Strategy

- i. Long-Term Revenue Planning
- ii. Scaling Freelance Business

B. Session-24: Capstone Project Presentation

- i. Present Multi-Channel Campaign Case Study
- ii. Receive Feedback & Grading

C. Assignment: Complete capstone project with full campaign strategy

D. Final Quiz: Recap of expert-level marketing concepts

E. Trainer Resource Links

- i. Freelancing Scaling Guide
- ii. Capstone Project Best Practices

7. Guest Speaker Sessions

- a.** Minimum 2 expert-level guest speakers during course:
- b.** Topics May Include: Advanced Freelancing, Multi-Channel Marketing, Industry Insights, Campaign Strategy
- c.** Guest Speaker Details: Submit name, designation, and session topic before Week 3

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