



EFFORT IT

Kaniz Plaza (3rd Floor), Zindabazar, Sylhet
(Behind Blue Water)

Mobile: 01312-199612, E-mail: help@effortit.org

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Digital Marketing Course Module

Social Media Marketing

- ◆ LinkedIn Marketing
- ◆ Instagram Marketing
- ◆ Pinterest Marketing
- ◆ Tiktok ads
- ◆ Youtube
- ◆ All kinds of Social Media Marketing.

Graphics Design with Canva & Photoshop

SEO (Search Engine Optimization)

- Personal Site Buildup
- Keyword Research
- Content Analysis
- On Page SEO
- (Without Plugin + Yoast SEO + Rank Math SEO + All In SEO)
- Technical SEO
- Off Page SEO
- Talk About SEO Tools
- Backlinks Audit and Report
- Website Audit with Free & Paid Tools
- Competitor Analysis with Free & Paid Tools
- Local Listing Site.

Google Ads Mastery

- Understanding Google Ads
- Creating Google Ads Campaign & Campaign Types
- Keywords, Ad Groups & Targeting
- Ads & Extensions
- Creating a Display Network Campaign & Targeting
- Video Ads on YouTube & Across the Web
- Remarketing
- Optimizing Campaigns
- Implementing Advanced Google Ads Features
- Earning Scopes With Your Google Ads Skills



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Facebook Ads Mastery

- Understanding Facebook Ads
- Facebook Business Manager
- Setup Tracking-Facebook Pixel & Conversion API
- Facebook Audiences & Remarketing
- Facebook Ads
- Facebook Ads for E-Commerce
- Facebook Ads Sales Funnel
- Earning Scopes with Your Data-driven Facebook Marketing Skills

Google Tag Manager For Shopify

- Course Overview of Google Tag Manager for Shopify & why you should do as a Freelancer
- Understanding Google Tag Manager – Tag-Trigger-Variable
- Install Google Tag Manager on Shopify
- Understanding GTM Data Layer
- Setup Data Layer on Shopify Checkout page for purchase tracking
- Install Google Analytics 4 (GA4) on Shopify with Tag Manage
- Setup Google Analytics 4 (GA4) Ecommerce Tracking on Shopify
- Setup Google Ads Conversion with dynamic purchase value tracking on Shopify
- How to Import Google Analytics 4 (GA4) Conversions into Google Ads
- Setup Facebook Base Pixel on Shopify
- Setup Facebook Purchase event with dynamic value tracking
- How to setup Google Ads Remarketing tag on Shopify
- (Last): Create Fiverr Gig to sell GTM Skills on Shopify
- How to write Google Ads Management & Strategy Proposal

Client Hunting Outside of Marketplace

- ◆ Client Hunting Ideas
- ◆ Conversations Technique

Support:

- ◆ Work Sample
- ◆ Portfolio
- ◆ Lifetime Support

Marketplace

- ◆ 4.Fiverr A To Z: A Complete Guide
- ◆ Upwork A To Z: A Complete Guide
- ◆ Talk About Dashboard
- ◆ Gig Creation
- ◆ Gig Ranking Tricks
- ◆ Gig Marketing