



- Advanced Google Ads Strategies: Bidding, Ad Extensions, and Campaign Optimization
- Retargeting and Remarketing Campaigns
- Creating High-Converting Landing Pages
- Programmatic Advertising and Real-Time Bidding (RTB)
- Managing Ad Campaigns on Bing, Amazon, and Other Platforms
- Tools: Google Ads Manager, Keyword Planner

#### **Module 4: Social Media Marketing (SMM)**

- Developing Advanced Social Media Strategies
- Social Media Analytics and KPI Tracking
- Creating Viral Campaigns
- Influencer Marketing: Selection, Outreach, and ROI
- Social Media Advertising on Facebook, Instagram, LinkedIn, and TikTok
- Tools: Hootsuite, Sprout Social, Buffer

#### **Module 5: Content Marketing Mastery**

- Advanced Content Strategy: Topic Clusters and Content Mapping
- Content Personalization and AI-Powered Content
- Video Marketing and Interactive Content Creation
- Blogging for Authority and Thought Leadership
- Podcasting for Brand Building
- Tools: Grammarly, Canva

#### **Module 6: Email Marketing Automation**

- Building Segmented Email Lists
- Designing High-Converting Email Campaigns
- Automated Email Workflows
- A/B Testing and Email Analytics
- Tools: Mailchimp