

Enablers is a pioneer in eCommerce and skill-based training in Pakistan, empowering individuals with the knowledge and tools to excel in the digital economy. Through a unique collaboration with the **Health Services Academy**, Enablers is extending its expertise to bridge the gap between the healthcare industry and the digital marketplace.

This partnership aims to equip health graduates with essential tech and entrepreneurial skills, enabling them to meet the demands of a rapidly evolving industry. By fostering digital proficiency and business acumen, Enablers and the Health Services Academy are together fostering a new generation of healthcare professionals who are prepared to make impactful contributions within the medical sector.

Course Title: Digital Marketing Boot Camp

- **Fee:** 29,900 PKR
 - **Duration:** 3 Months
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Course Overview

The Digital Marketing Boot Camp is a comprehensive, hands-on program that teaches the latest in digital marketing trends, strategies, and tools. Participants will learn to leverage major platforms like Instagram, Facebook, LinkedIn, YouTube, TikTok, and Twitter to drive engagement, build brand awareness, and increase sales. With digital marketing growing at a 14% annual rate globally, this course opens the door to one of the most in-demand career paths today.

Course Modules

Module 1: Introduction to Digital Marketing

- Differences between digital and traditional marketing.
- Using digital marketing as a growth tool for businesses.
- Strategies to drive sales through digital marketing.

Module 2: Social Media Marketing (SMM)

- Basics of social media marketing.
- Building a strong social media presence.
- Approaches for both organic and paid marketing.

Module 3: Content Creation & Branding with AI

- **Branding:**
 - Introduction to CANVA and its design tools.
 - Developing brand identity: colors, logo design, and font styles.
 - Custom template design and content strategy.
 - Use of Canva Magic Studio and AI image generation.
- **Content Creation:**
 - Writing effective captions with ChatGPT and Neuroflash.
 - Hashtag research and competition analysis.
 - Tools for creating social media reels, voice generation, and subtitles.

Module 4: SEO with AI

- Overview of SEO and SEM.
- Using tools like MOZ, Ahrefs, Semrush, and Ubersuggest.
- Keyword research, content topic creation, and optimization techniques.
- Technical SEO aspects: metadata, URL optimization, linking strategies, and image optimization.
- Writing SEO-friendly blog content.

Module 5: Facebook Marketing with AI

- Facebook Page setup and ad management.
- Using Facebook Business Manager and setting up assets.
- Facebook Pixel, events, and conversion API.
- Audience targeting: custom and lookalike audiences.
- Retargeting, campaign budget optimization, and ad metrics.

Module 6: Instagram Marketing with AI

- Understanding personal vs. business profiles.
- Content strategy, post formatting, and brand colors.
- Hashtag research and location optimization.
- Instagram ads and engagement strategies.

- Creating and scheduling Instagram Stories and posts.

Module 7: LinkedIn Marketing

- Optimizing personal and business profiles for visibility.
- Engagement strategies and organic growth.
- LinkedIn Business Page setup, targeting, and promotion.
- Cold pitching and LinkedIn ads for lead generation.

Module 8: TikTok Marketing

- Basics of TikTok marketing and organic growth.
- Content creation strategies specific to TikTok.
- Running TikTok ad campaigns.

Module 9: YouTube Marketing

- YouTube content creation and optimization.
- Using SEO for better video reach.
- Running YouTube ads and campaign strategies.

Module 10: Search Engine Marketing (SEM) Fundamentals

- Introduction to Google Ads for traffic generation.
- Fundamentals of Google Search Ads and YouTube Ads.
- Strategies for paid marketing across social platforms.

Module 11: Email Marketing

- Email scraping and list building.
- Writing effective, conversion-focused emails.
- Using Mailchimp for email campaigns and cold emailing.

Module 12: Advanced Freelance Training and Digital Marketing Agency Setup

- Navigating freelance platforms and proposal writing.
 - Lead generation on international platforms.
 - Steps to establish a digital marketing agency.
 - Best practices for managing international clients.
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Key Learning Outcomes

- **Strategic Social Media Management:** Learn to build and manage successful campaigns on major platforms.
- **Content Creation with AI:** Use tools like ChatGPT, Canva, and others to create engaging visuals and captions.
- **SEO & SEM Proficiency:** Gain skills in SEO, Google Ads, and YouTube marketing for better search rankings and traffic.
- **Email & Freelance Marketing:** Develop email marketing skills and learn to work on freelancing platforms.
- **Freelance & Agency Setup:** Master the essentials of starting and managing a digital marketing agency.

This course equips participants with the practical knowledge and skills needed to excel in digital marketing, whether for personal business growth or a career in a high-demand field.