

Digital Marketing Course – Practical Syllabus

Suggested Duration: 45-60 days

Level: Beginner to Advanced

Module 1 – Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs Digital Marketing
- Digital Marketing channels
- Online business promotion
- Target audience
- Customer journey
- Lead generation
- Branding
- Content marketing
- Organic vs paid marketing
- Digital marketing strategy

Practical

- Select a business
 - Identify its target customers
 - Prepare a basic digital marketing plan
-

Module 2 – Canva for Digital Marketing

Canva Basics

- Creating Canva account
- Canva interface
- Templates
- Elements
- Text
- Images
- Videos

- Backgrounds
- Uploads
- Frames
- Shapes
- Icons

Designing for Social Media

- Facebook post
- Instagram post
- Instagram Story
- Instagram Reel
- YouTube thumbnail
- YouTube banner
- Facebook cover
- WhatsApp poster
- Business flyer
- Advertisement banner

Advanced Canva

- Brand Kit
- Brand colors
- Fonts
- Background remover
- Magic Resize
- Animations
- Presentation
- Video editing
- Canva AI features
- Image generation
- Social media content

Practical Project

Create **30 social media posts for one business.**

Module 3 – YouTube Marketing

Channel Creation

- Creating YouTube channel
- Channel name
- Handle
- Profile picture
- Banner
- Channel description
- Channel links
- Channel customization

Video Creation

- Video planning
- Topic research
- Script writing
- Recording
- Screen recording
- Voice-over
- Video editing
- Thumbnail creation

YouTube SEO

- Video title
- Description
- Keywords
- Tags
- Hashtags
- Thumbnail
- Playlist
- Chapters
- End screen
- Cards

YouTube Analytics

- Views
- Watch time
- CTR
- Audience retention
- Subscribers
- Traffic sources
- Engagement

YouTube Shorts

- Short video creation
- Vertical format
- Hooks
- Captions
- Music
- Shorts strategy

Monetization

- YouTube Partner Program basics
- Monetization requirements
- Ad revenue
- Other monetization methods

Practical

Create and optimize a complete YouTube channel and publish **5 videos + 5 Shorts**.

Module 4 – Filmora Video Editing

Basic Editing

- Filmora interface
- Import media
- Timeline
- Cut
- Trim
- Split
- Delete

- Crop
- Resize
- Rotate

Video Enhancement

- Transitions
- Effects
- Filters
- Titles
- Text animation
- Stickers
- Overlays
- Background music
- Sound effects
- Voice-over
- Audio adjustment

Advanced

- Green screen
- Chroma key
- Keyframes
- Masking
- Speed control
- Motion tracking
- Color correction
- AI tools
- Noise reduction
- Subtitle/caption

Export

- YouTube video
- YouTube Shorts
- Instagram Reel
- Facebook video

- 1080p
- 4K

Practical

Create:

1 YouTube video + 3 Shorts + 1 promotional video

Module 5 – Google Business Profile

This is especially useful for students who want to promote **local businesses**.

- What is Google Business Profile?
- Creating a Business Profile
- Business name
- Business category
- Address
- Phone
- Website
- Business hours
- Services
- Photos
- Videos
- Business description
- Google reviews
- Review responses
- Posts
- Offers
- Questions & Answers
- Profile management
- Verification

Practical

Create and optimize a sample Google Business Profile for:

Restaurant / Computer Institute / Salon / Sweet Shop

Module 6 – Google Maps

- Google Maps introduction
- Searching businesses
- Adding places
- Business location
- Directions
- Location sharing
- Creating lists
- Reviews
- Photos
- Google Maps business visibility
- Understanding local search

Practical

Teach students how to properly manage and promote a local business presence on Google Maps.

Module 7 – Facebook Marketing

Facebook Basics

- Creating Facebook account
- Facebook Page
- Page name
- Username
- Profile picture
- Cover image
- About section
- Contact information

Content

- Text posts
- Image posts
- Video
- Reels

- Stories
- Live
- Hashtags

Page Management

- Followers
- Engagement
- Comments
- Messages
- Reviews
- Insights

Facebook Promotion

- Boosting posts
- Facebook advertising basics
- Audience
- Location
- Budget
- Ad creative
- CTA

Practical

Create and manage a Facebook Business Page.

Module 8 – Instagram Marketing

Instagram Setup

- Professional account
- Business account
- Profile optimization
- Bio
- Profile picture
- Link
- Contact buttons

Content

- Posts
- Carousel
- Stories
- Reels
- Live
- Highlights

Instagram Growth

- Hashtags
- Keywords
- Captions
- Hooks
- Engagement
- Collaborations
- Trending content

Instagram Analytics

- Reach
- Impressions
- Engagement
- Followers
- Profile visits
- Reel performance

Practical

Create an Instagram business profile and **10 posts + 5 Reels**.

Module 9 – WordPress Website Development

WordPress Basics

- Domain
- Hosting
- WordPress installation
- Dashboard
- Themes

- Plugins

Website Creation

- Home
- About Us
- Services
- Courses
- Gallery
- Contact
- Blog
- Privacy Policy

Elementor

- Sections
- Columns
- Containers
- Text
- Images
- Buttons
- Icons
- Forms
- Responsive design

WordPress Plugins

- Contact form
- SEO
- Security
- Backup
- Cache
- Social media
- WhatsApp
- Google Maps

Website SEO

- Page title

- Meta description
- Permalink
- Heading
- Image optimization
- Internal links

Practical

Create a complete business website using WordPress + Elementor.

Module 10 – Blogger

- What is Blogger?
- Creating Blogger account
- Blog creation
- Blog name
- Theme
- Layout
- Pages
- Posts
- Categories/labels
- Images
- Videos
- Menus
- Widgets
- Custom domain
- Basic SEO
- Google Search integration
- Blog monetization basics

Practical

Create a complete Blogger website and publish **10 SEO-friendly articles**.

Module 11 – Content Creation

This module connects all your software and platforms.

Content Types

- Blog
- Social media post
- Reel
- YouTube video
- Short
- Infographic
- Poster
- Advertisement
- Story

Content Planning

- Content ideas
- Content calendar
- Trending topics
- Educational content
- Promotional content
- Engagement content

Copywriting

- Headlines
- Hooks
- Captions
- CTA
- Advertisement copy
- YouTube descriptions

Practical

Prepare a **30-day content calendar** for a business.

Module 12 – WhatsApp Marketing

- WhatsApp Business
- Business profile
- Catalog

- Products/services
- Greeting message
- Away message
- Quick replies
- Labels
- Broadcast
- WhatsApp link
- QR code
- Customer communication
- Lead follow-up

Practical

Create a complete WhatsApp Business profile for a local business.

Module 13 – AI for Digital Marketing

This can make your course much more modern.

AI Applications

- Content ideas
- Blog writing
- YouTube scripts
- YouTube titles
- Descriptions
- Social media captions
- Hashtags
- Advertisement copy
- SEO ideas
- Keyword research
- Image generation
- Canva AI
- Video ideas
- Content calendar

Tools

- ChatGPT
- Canva AI
- Gemini
- Microsoft Copilot
- AI image tools
- AI video tools

Practical

Give students one business and ask them to create:

AI Research → Content → Canva Design → Video → Social Media → Promotion

Module 14 – Basic SEO

Since you are teaching websites and Blogger, basic SEO should definitely be included.

- What is SEO?
 - Search engines
 - Keywords
 - Search intent
 - SEO title
 - Meta description
 - Heading
 - URL
 - Image SEO
 - Alt text
 - Internal linking
 - Backlinks
 - Local SEO
 - Google Search Console basics
-

Module 15 – Digital Marketing for Local Businesses

This could become one of the strongest parts of your course.

Students learn how to promote:

- Computer Institute

- School
- Coaching Centre
- Restaurant
- Sweet Shop
- Salon
- Gym
- Doctor/clinic
- Real-estate business
- Retail shop
- Freelancer

Complete Local Business Funnel

Google Business Profile

↓

Google Maps

↓

Website

↓

Facebook

↓

Instagram

↓

YouTube

↓

WhatsApp

↓

Customer Enquiry

↓

Lead

↓

Sale/Admission

Module 16 – Freelancing

- What is freelancing?
 - Digital marketing jobs
 - Fiverr
 - Upwork
 - Freelancer profile
 - Portfolio
 - Client communication
 - Proposal writing
 - Pricing
 - Social media management services
 - YouTube management
 - Canva design services
 - WordPress services
 - Local SEO services
-

Final Practical Project

I recommend making this **mandatory**.

Project: Promote One Real Business

Each student selects one business.

For example:

“ABC Sweet Shop”

Student must create:

1. Canva branding
2. Business logo
3. Google Business Profile setup/optimization plan
4. Google Maps presence
5. WordPress website
6. Blogger blog
7. Facebook Page
8. Instagram Business Account

9. YouTube channel
10. 10 Canva posts
11. 5 Instagram Reels
12. 2 YouTube videos
13. 5 YouTube Shorts
14. Filmora-edited promotional video
15. WhatsApp Business setup
16. 30-day content calendar
17. Basic SEO
18. AI-generated content plan
19. Complete digital marketing strategy
20. Final presentation/report

MODULE 1 — INTRODUCTION TO DIGITAL MARKETING

Class 1: What is Digital Marketing?

Explain to students

Digital Marketing means promoting a product, service, brand or business using digital channels such as:

- Websites
- Search engines
- YouTube
- Facebook
- Instagram
- Google Business Profile
- Email
- WhatsApp
- Online advertising

Simple example

Suppose there is a computer institute.

Traditional marketing:

Newspaper → Advertisement → Student sees advertisement → Calls institute

Digital marketing:

Google Search → Website/Google Maps → WhatsApp → Enquiry → Admission

Explain that digital marketing allows a business to **reach, communicate with and measure responses from potential customers online.**

Class 2: Traditional Marketing vs Digital Marketing

Traditional	Digital
Newspaper	Google
Pamphlet	Website
Hoarding	Social media
TV	YouTube
Radio	Podcast/YouTube

Traditional

Physical brochure

Phone calling

Difficult measurement

Digital

Website/Canva PDF

WhatsApp

Analytics available

Teaching activity

Ask students:

"If you have ₹5,000 to promote a new restaurant, where would you spend it?"

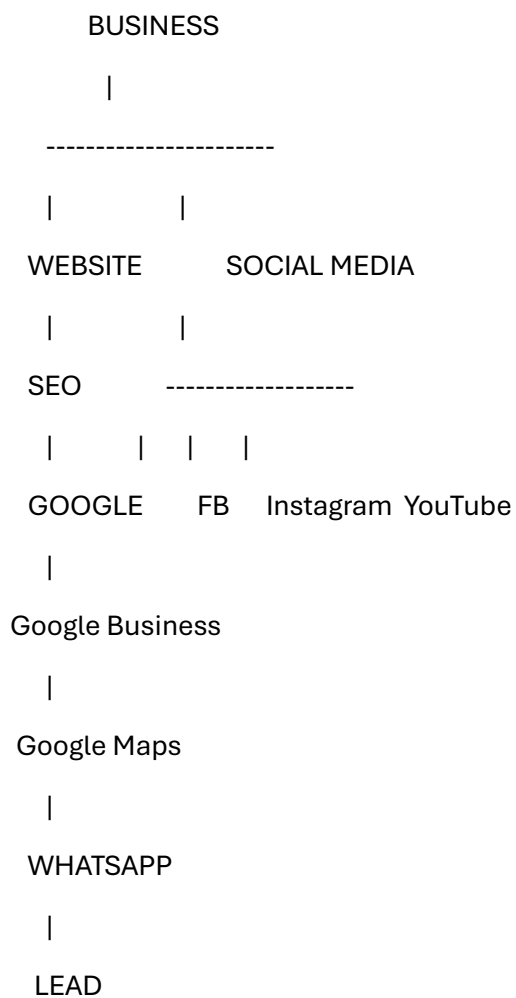
Let students give answers.

Then explain:

Marketing decision = Audience + Objective + Budget + Channel + Measurement

MODULE 2 — DIGITAL MARKETING ECOSYSTEM

Draw this on the classroom board:



|

CUSTOMER

Explain how the different platforms work together.

Example

A student searches:

"Computer course near me"

Google may lead the person to:

Google Business → Website → Course information → WhatsApp → Enquiry

This is a practical **local digital marketing funnel**.

MODULE 3 — TARGET AUDIENCE

Before creating advertisements or content, students must understand **who they are trying to reach**.

Teach:

- Age
- Gender
- Location
- Education
- Profession
- Interests
- Problems
- Needs
- Buying behaviour

Example: Computer Institute

Target audience:

Age: 16–30

Location: Lucknow

Students: 12th pass, graduates, job seekers

Need: Computer skills/job-oriented courses

Platforms: Instagram, YouTube, Google

Student Exercise

Give students this assignment:

Select one business and define its target audience.

Examples:

- Restaurant
- Salon
- Gym
- Coaching institute
- Computer institute
- Clothing shop

MODULE 4 — CANVA

This should be a **major practical module**.

Class 1 — Creating Canva Account

Demonstrate:

1. Open Canva
2. Create/sign into account
3. Explore Home page
4. Search bar
5. Templates
6. Design menu
7. Recent designs
8. Brand-related features

Tell students:

Canva is a graphic-design platform used to create marketing materials without requiring advanced graphic-design skills.

Canva Class 2 — Understanding the Interface

Demonstrate:

Left side

- Design
- Elements
- Text
- Brand

- Uploads
- Draw
- Apps

Main workspace

- Canvas
- Page
- Rulers/guides where available

Top toolbar

- Undo/Redo
- Resize/design settings where available
- Share
- Download

Explain that Canva's interface changes periodically, so students should learn the **function**, not simply memorize the position of every button.

Canva Class 3 — Creating a Social Media Post

Demonstration

Tell students:

Business: Z-Tech Computer Institute

Create an Instagram/Facebook promotional post.

Steps

1. Open Canva
2. Select **Create a Design**
3. Choose an appropriate social-media format
4. Select blank design or template
5. Add institute logo
6. Add heading:

Learn Computer Skills & Build Your Career

7. Add courses:

Tally Prime | Advanced Excel | AutoCAD | Python | Digital Marketing

8. Add CTA:

Call Now / Enquire Today

9. Add phone/website information
10. Check alignment
11. Check spelling
12. Download

Teach students

Hierarchy:

MAIN HEADLINE

↓

OFFER / BENEFIT

↓

COURSES / INFORMATION

↓

CALL TO ACTION

Canva Class 4 — Text Formatting

Teach:

- Font selection
- Font size
- Bold
- Italic
- Alignment
- Letter spacing
- Line spacing
- Text effects
- Text hierarchy

Important teaching rule

Tell students:

Don't use 5–6 different fonts in one design.

A simple design normally works better with a limited font system.

Canva Class 5 — Elements

Teach:

- Shapes
- Lines
- Icons
- Frames
- Grids
- Graphics
- Stickers
- Charts

Practical

Create:

"Admission Open"

poster.

Students must use:

- Rectangle
- Circle
- Icon
- Text
- Image
- CTA button

Canva Class 6 — Images

Teach:

- Upload image
- Crop
- Resize
- Position
- Transparency
- Filters
- Adjustments

- Background removal where available
- Frames

Exercise

Give students 5 photographs.

Ask them to create:

Before → After

image designs.

Canva Class 7 — Brand Identity

Explain:

A brand is not simply a logo.

It includes:

- Logo
- Colours
- Fonts
- Style
- Tone
- Visual consistency

Example

For a computer institute:

Primary colour: Blue

Secondary: White

Accent: Orange

Then create 5 posts using the same visual identity.

Canva Class 8 — Social Media Formats

Teach students to create:

Facebook

- Post
- Cover
- Story
- Reel

Instagram

- Post
- Carousel
- Story
- Reel

YouTube

- Thumbnail
- Channel banner

WhatsApp

- Status
- Promotional poster

Practical

Create **one campaign in five formats**.

Canva Class 9 — Carousel

Explain:

A carousel contains multiple pages/slides in one social-media post.

Example:

Slide 1

5 Benefits of Learning Excel

Slide 2

Better office skills

Slide 3

Data analysis

Slide 4

Reporting

Slide 5

Job opportunities

Slide 6

Join Our Excel Course

Students create a 6-page carousel.

Canva Class 10 — Reels

Teach:

- Vertical design
- Video clips
- Text
- Animations
- Music
- Transitions
- Timing
- Captions
- Export

Practical

Create a:

15–30 second promotional Reel

for a local business.

Canva Class 11 — YouTube Thumbnail

Explain the purpose:

A thumbnail should communicate the video's topic quickly.

Example

Video:

Excel VLOOKUP in 10 Minutes

Thumbnail:

VLOOKUP

IN 10 MINUTES

[Excel image]

Teach:

- Large text
- Clear subject

- Strong contrast
 - Limited words
 - Relevant image
 - Consistent branding
-

Canva Class 12 — Canva AI

Explain AI-assisted features available in Canva, which can change over time.

Possible areas:

- Text generation
- Image generation
- Background editing
- Design generation
- Magic-style editing tools
- Video assistance

Practical

Give students:

"Create a promotional design for a computer institute offering a 3-month Digital Marketing course."

Students should generate ideas with AI and then **edit and verify the output themselves**.

Canva Class 13 — Exporting Designs

Teach:

Image

- PNG
- JPG

Document

- PDF

Video

- MP4

Explain when to use each.

For example:

Social-media image → PNG/JPG

Printable document → PDF

Reel/video → MP4

Canva Final Practical

Give every student one business.

For example:

ABC Restaurant

They must create:

1. Logo
2. Facebook post
3. Instagram post
4. Instagram Story
5. Instagram Reel
6. WhatsApp poster
7. YouTube thumbnail
8. Facebook cover
9. Promotional flyer
10. 5-page carousel

This becomes the first item in their **Digital Marketing Portfolio**.

MODULE 5 — CONTENT CREATION

Before teaching YouTube, Facebook and Instagram, teach students **what to publish**.

Content Categories

Teach these five:

1. Educational

Example:

"5 Excel functions every office employee should know"

2. Informational

"What is Tally Prime?"

3. Promotional

"Admissions open for Digital Marketing"

4. Engagement

"Which software do you use most?"

5. Trust-building

Student achievements

Testimonials

Classroom photographs

Projects

Content Formula

Teach students this simple formula:

HOOK → VALUE → CTA

Example:

Hook: Still entering Excel data manually?

Value: Learn these 5 Excel shortcuts and save time.

CTA: Follow for more Excel tips.

This formula can be used for:

- Reels
- YouTube Shorts
- Facebook posts
- Instagram posts
- YouTube videos

MODULE 6 — CONTENT CALENDAR

Teach students how to plan content instead of randomly posting.

Example: 7-Day Calendar

Day	Content
Monday	Educational post
Tuesday	Reel
Wednesday	Tip
Thursday	Customer/student story

Day	Content
Friday	Video
Saturday	Promotional post
Sunday	Engagement post

Assignment

Create a **30-day content calendar** for one business.

MODULE 7 — YOUTUBE

After Canva and content planning, start YouTube.

YouTube Class 1 — Channel Creation

Demonstrate:

1. Google account
2. YouTube
3. Create channel
4. Channel name
5. Handle
6. Profile picture
7. Banner
8. Description
9. Links
10. Channel customization

Practical

Every student creates a practice channel or works on a permitted existing channel.

YouTube Class 2 — Channel Branding

Teach:

- Channel name
- Logo
- Banner
- Description

- Niche
- Audience
- Visual identity

Example

Channel: Computer Learning Hindi

Content:

- Excel
- Word
- Tally
- Photoshop
- AutoCAD
- Digital Marketing

YouTube Class 3 — Video Planning

Teach students to plan:

Topic → Audience → Problem → Solution → CTA

Example:

Topic: Excel VLOOKUP

Audience: Beginners

Problem: Can't find data

Solution: Explain VLOOKUP step-by-step

CTA: Subscribe for more Excel tutorials

YouTube Class 4 — Video Script

Teach a simple structure:

Opening

0–15 seconds

Tell viewers what they will learn.

Main content

Explain the topic.

Demonstration

Show the computer screen.

Summary

Repeat key points.

CTA

Ask viewers to subscribe/comment where appropriate.

YouTube Class 5 — YouTube SEO

Teach:

- Topic research
- Search intent
- Title
- Description
- Keywords
- Thumbnail
- Chapters
- Playlist
- Hashtags

Example

Instead of:

Excel Tutorial

Use a more descriptive title such as:

Excel VLOOKUP Formula in Hindi | Complete Beginner Tutorial

Explain that a title should accurately describe the content; don't promise something the video doesn't deliver.

YouTube Class 6 — YouTube Analytics

Teach students:

- Views
- Watch time
- Average view duration
- CTR
- Audience retention

- Traffic sources
- Subscribers
- Returning viewers

Then explain:

Don't judge a channel from one metric alone.

Next modules

The remaining teaching curriculum should follow this sequence:

MODULE 8

Filmora — Complete Video Editing

MODULE 9

Google Business Profile — Complete Local Business Marketing

MODULE 10

Google Maps

MODULE 11

Facebook Marketing

MODULE 12

Instagram Marketing

MODULE 13

WordPress Website

MODULE 14

Blogger

MODULE 15

WhatsApp Business Marketing

MODULE 16

Basic SEO

MODULE 17

AI for Digital Marketing

MODULE 18

Lead Generation

MODULE 19

Freelancing

MODULE 20

Complete Live Business Project

Recommended teaching method for your institute

Because you have a computer-training background, I would use this ratio:

20% Explanation + 60% Live Demonstration + 20% Student Practice

For every class:

- 1. Explain the concept — 15 min**
- 2. Demonstrate on projector — 20 min**
- 3. Students repeat the steps — 30 min**
- 4. Give an independent task — 20 min**
- 5. Check students' work — 10 min**

This will make the course genuinely **practical and job-oriented**, rather than just a collection of software tutorials.

MODULE 8

Filmora — Complete Video Editing

MODULE 9

Google Business Profile — Complete Local Business Marketing

Absolutely. Below is a **teacher-ready detailed syllabus and practical lesson plan** for **Module 8: Filmora** and **Module 9: Google Business Profile**. You can directly use this for classroom teaching.

MODULE 8 — FILMORA: COMPLETE VIDEO EDITING

Objective

After completing this module, students should be able to:

- Understand video-editing fundamentals
- Import and organize media
- Cut and trim videos
- Add text, titles, transitions and effects
- Edit audio
- Record voice-over
- Remove unwanted background/noise where supported

- Use green screen/chroma key
 - Use keyframes and motion effects
 - Create YouTube videos
 - Create Shorts/Reels
 - Export videos in suitable formats
 - Create promotional videos for businesses
-

Class 1 — Introduction to Video Editing

Explain to students

Video editing means:

Selecting, arranging, modifying and combining video, images, audio, text and effects to create a finished video.

Explain the basic elements

Video + Image + Audio + Text + Effects + Transitions = Edited Video

Types of videos

- YouTube tutorial
- YouTube Shorts
- Instagram Reel
- Facebook video
- Advertisement
- Promotional video
- Educational video
- Product video
- Presentation video

Practical exercise

Give students 5 video clips and ask:

"Arrange these clips to tell a simple story."

Class 2 — Filmora Interface

Open Filmora and explain:

- Home screen

- New Project
- Project settings
- Media
- Stock Media, where available
- Audio
- Titles
- Transitions
- Effects
- Stickers
- Elements
- Filters
- Timeline
- Preview window
- Export

Explain the basic concept of the **timeline**.

VIDEO TRACK

Clip 1 | Clip 2 | Clip 3

AUDIO TRACK

Music

Tell students:

The timeline is where we arrange and edit the different parts of our video.

Class 3 — Create a New Project

Demonstration

1. Open Filmora
2. Click **New Project**
3. Set the project according to the intended output
4. Import media

5. Drag video to timeline
6. Play the video
7. Save the project

Teach an important concept

Project file ≠ exported video

The project contains the editing work.

The exported MP4 is the finished video.

Class 4 — Importing Media

Teach students to import:

- MP4
- MOV
- AVI
- JPG
- PNG
- MP3
- WAV

Practical

Create folders:

Digital Marketing Project

|

|— Video

|— Images

|— Audio

|— Logo

|— Export

Teach students to keep project files organized.

Class 5 — Basic Editing

Teach:

Trim

Remove unwanted beginning/end portions.

Split

Divide a clip into multiple sections.

Delete

Remove unwanted sections.

Crop

Remove unwanted parts of the frame.

Rotate

Change orientation.

Resize

Adjust visual size.

Practical

Give students a 5-minute video and ask them to reduce it to **2 minutes**.

Class 6 — Timeline Editing

Teach:

- Moving clips
- Reordering clips
- Copy/paste
- Delete
- Ripple editing where applicable
- Zooming timeline
- Multiple tracks
- Locking tracks
- Muting tracks

Exercise

Create:

Intro → Main Content → Example → Conclusion

Class 7 — Transitions

Explain:

A transition controls how one clip changes into another.

Examples include:

- Fade
- Dissolve
- Slide
- Zoom
- Wipe

Important teaching point

Tell students:

Don't put a different transition between every clip.

Use transitions when they improve the flow.

Practical

Create a **30-second photo slideshow** using 5–10 images.

Class 8 — Text and Titles

Teach:

- Adding text
- Title templates
- Font
- Size
- Colour
- Alignment
- Animation
- Position
- Duration

Create

Opening title

Z-TECH COMPUTER INSTITUTE

Then:

Digital Marketing Course

Lower Third

Teach students how to create a simple lower-third:

Anil Shukla

Digital Marketing Trainer

Class 9 — Video Effects and Filters

Teach:

- Effects
- Filters
- Overlays
- Adjustments
- Visual enhancement

Explain:

Effect = visual treatment

Transition = change between clips

Students often confuse these two.

Class 10 — Audio Editing

Teach:

- Import audio
- Add background music
- Adjust volume
- Fade in
- Fade out
- Split audio
- Mute audio
- Voice-over
- Audio synchronization

Practical

Create:

Video + Background Music + Voice-over

Class 11 — Voice-over

Demonstrate:

1. Create video
2. Prepare script
3. Record voice-over
4. Place narration on timeline
5. Adjust volume
6. Synchronize voice with video

Exercise

Students create a **60-second educational video**.

Class 12 — Green Screen / Chroma Key

Explain:

Green-screen editing allows one background to be replaced with another.

Basic process

Green Screen Video

↓

Chroma Key

↓

Remove Green

↓

Add New Background

Practical

Student records themselves in front of a green background and places themselves over:

- Classroom
 - Office
 - News-style background
 - Presentation background
-

Class 13 — Keyframes

Explain keyframes in simple language:

A keyframe tells the software that a property should have a particular value at a particular point in time.

Use them for:

- Position
- Scale
- Rotation
- Opacity
- Movement

Practical

Create a logo animation:

Small → Large

or

Left → Right

Class 14 — Speed Control

Teach:

- Slow motion
- Fast motion
- Speed ramping where available
- Freeze frame

Practical

Create a 20-second promotional video with different speeds.

Class 15 — Captions/Subtitles

Teach:

- Adding subtitles
- Text timing
- Caption formatting
- Position
- Readability

Explain why captions are useful for social media videos.

Practical

Take a 30-second video and add captions.

Class 16 — YouTube Video

Students create a complete video.

Structure

Intro

↓

Main content

↓

Examples

↓

Summary

↓

CTA

Assignment

Create a **3–5 minute YouTube tutorial**.

Class 17 — Shorts/Reels

Teach:

- Vertical video
- Short duration
- Strong opening
- Fast pacing
- Captions
- Music
- CTA

Practical

Create:

30–60 second Reel/Short

Class 18 — Business Promotional Video

Give students a business.

Example:

Bikaner Sweets & Bakery

Students create:

- Logo intro
- Product photographs
- Product video
- Text
- Background music
- Offer
- Address
- Phone
- CTA

Final video:

30–60 seconds

Class 19 — Exporting Video

Teach students how to choose export settings based on destination.

YouTube

Generally:

MP4 + H.264 + 1080p

Shorts/Reels

Generally:

Vertical 9:16 + MP4

Explain:

- Resolution
- Frame rate
- Bitrate
- File size
- Quality

Don't tell students that one setting is universally best; output should match the platform and source footage.

FILMORA FINAL PROJECT

Students create:

Project A

YouTube Tutorial

3–5 minutes

Project B

Instagram Reel

30–60 seconds

Project C

Business Advertisement

30–60 seconds

Project D

Photo Slideshow

30 seconds

This gives every student **4 portfolio projects**.

MODULE 9 — GOOGLE BUSINESS PROFILE

Objective

After this module, students should understand how to:

- Create/claim a Google Business Profile
- Select an appropriate category
- Add business information
- Manage location
- Add services
- Add photos
- Manage reviews
- Create posts where available
- Understand local search

- Connect website/social channels
 - Maintain an accurate profile
 - Understand the relationship between Google Search and Maps
-

Class 1 — What is Google Business Profile?

Explain:

Google Business Profile (GBP) is Google's business listing system that allows eligible businesses to manage how their business information appears on Google Search and Maps.

Example:

A student searches:

Computer institute near me

A local business profile may show:

- Business name
- Category
- Address
- Phone
- Website
- Hours
- Reviews
- Photos
- Directions

Explain that Google Business Profile is particularly important for **local businesses**.

Class 2 — Google Search vs Google Maps

Teach students the difference.

Google Search

Used to find information.

Example:

computer institute in Lucknow

Google Maps

Primarily used to find places, locations and directions.

Example:

computer institute near me

Explain that the same business can have information displayed across Google surfaces.

Class 3 — Eligibility and Business Information

Teach students that the business should be eligible under Google's current Business Profile guidelines.

Collect the following information before starting:

- Real business name
- Address
- Phone number
- Website
- Business category
- Opening hours
- Services
- Photos
- Business description

Classroom exercise

Give students a fictional business:

ABC Computer Institute

Ask them to prepare all information before creating the profile.

Creating a Business Profile

Demonstrate the current Google Business Profile process.

Basic flow:

Google Account

↓

Business Profile

↓

Business Name

↓

Category

↓

Location

↓

Contact Information

↓

Verification

↓

Profile Completion

Important:

Google determines which verification options are available for a particular business. Students should follow the verification method shown in their account.

Class 5 — Business Name and Category

Business Name

Teach:

Use the actual business name.

Example:

Z-Tech Computer Institute

Avoid adding unnecessary keywords:

✗ Z-Tech Computer Institute Best Computer Classes Lucknow Tally AutoCAD Python

Explain that adding keywords to the business name merely to manipulate search visibility can violate Google's guidelines.

Category

Choose the most accurate **primary category**.

Then add relevant additional categories if appropriate.

Class 6 — Address and Map Location

Teach students how to:

- Enter business address
- Check map marker
- Verify location
- Understand service-area businesses
- Avoid fake locations

Practical

Use a classroom demonstration business and verify that the map marker points to the actual business location.

Class 7 — Business Hours

Teach:

- Regular hours
- Special hours
- Holiday hours
- Temporary changes

Explain why incorrect hours can create a poor customer experience.

Exercise

Students prepare opening hours for their sample business.

Class 8 — Business Description

Teach students how to write a useful description.

Structure:

Who you are + What you offer + Location + Main services

Example:

Z-Tech Computer Institute provides practical computer training in areas such as MS Office, Advanced Excel, Tally Prime, AutoCAD, Photoshop, Python and Digital Marketing.

Avoid:

- Keyword stuffing
 - False claims
 - Promotional spam
 - Unsupported guarantees
-

Class 9 — Services

Teach students to add appropriate services.

Example:

Computer Institute

- Tally Prime Training
- Advanced Excel Training
- AutoCAD 2D
- AutoCAD 3D
- Photoshop
- CorelDRAW
- Python
- Digital Marketing
- Web Development

For each service, where supported, teach students to provide:

- Correct service name
 - Short description
 - Price, only if appropriate/current
-

Class 10 — Photos and Videos

Teach students to upload genuine business photos such as:

Exterior

- Building
- Entrance

- Signboard

Interior

- Reception
- Classroom
- Computer lab

Team

- Trainers
- Staff

Products/services

- Course activities
- Student projects
- Equipment

Explain:

Real, recent photographs are generally more useful than generic stock images.

Class 11 — Google Reviews

Explain:

Reviews help potential customers understand other customers' experiences.

Teach students:

How to request a review

Provide the genuine customer with the business's review link/QR code.

How to respond

Positive:

Thank you for sharing your experience with us.

Negative:

Thank you for your feedback. We're sorry that your experience did not meet expectations. Please contact us so we can understand the issue and assist you.

Important

Never teach students to:

- Buy reviews
- Create fake reviews

- Ask people to review without having experienced the business
 - Manipulate ratings
-

Class 12 — Google Business Posts

Where the feature is available, teach students how to create appropriate updates.

Examples:

Course announcement

New Advanced Excel Batch Starting Monday

Offer

Admission Open — Digital Marketing Course

Event

Free Career Guidance Seminar

Teach:

Image + Short message + CTA

Class 13 — Google Business Profile + Website

Explain how the profile and website work together.

Google Search

↓

Business Profile

↓

Website

↓

Course/Service Page

↓

Contact/WhatsApp

↓

Lead

Teach students to make sure the website contains consistent:

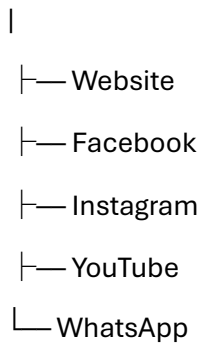
- Business name
- Address

- Phone
- Services
- Opening hours

Class 14 — Google Business Profile + Social Media

Show students how a local business can connect its online presence:

Google Business



The objective is to create a consistent online identity.

Class 15 — Local SEO Basics

Teach:

NAP

N — Name

A — Address

P — Phone

Keep business information consistent across important online properties.

Local keywords

Examples:

computer institute in Lucknow

digital marketing course Lucknow

Tally classes near me

Explain that keywords should be used naturally and that local rankings depend on multiple factors, not simply repeating keywords.

Class 16 — Google Maps Practical

Students should practice:

- Search business
- Open profile
- Directions
- Call
- Website
- Reviews
- Photos
- Share
- Save

Explain the customer journey:

Search

↓

Business Profile

↓

Maps

↓

Directions

↓

Visit

↓

Enquiry

↓

Customer

Class 17 — Business Profile Audit

Give students a sample profile and ask them to check:

Item	Check
-------------	--------------

Business name	✓
---------------	---

Category	✓
----------	---

Item	Check
Address	✓
Phone	✓
Hours	✓
Website	✓
Description	✓
Services	✓
Photos	✓
Reviews	✓
Map location	✓

Facebook Page Creation for Advertisement

Part 1 — Create a Facebook Business Page

Step 1: Login to Facebook

1. Open Facebook.
2. Log in with your personal Facebook account.
3. From the menu, choose **Pages**.
4. Select **Create New Page**.

A personal Facebook profile and a Facebook Page are different. The Page represents the business, organization, creator, or brand.

Step 2: Enter Page Name

Enter the actual business name.

Example:

Z-Tech Computer Institute

Avoid adding unnecessary promotional keywords such as:

✗ Z-Tech Computer Institute – Best Computer Institute in Lucknow – Tally – AutoCAD

Use the genuine business/brand name.

Step 3: Select Category

Choose the category that best describes the business.

For example:

Education

or the most relevant available category.

You may be able to add additional categories depending on what Facebook currently offers.

Step 4: Add Business Description

Write a short description explaining:

- What the business does
- Main services
- Location
- Target customers

Example

Z-Tech Computer Institute provides practical computer training in MS Office, Advanced Excel, Tally Prime, AutoCAD, Photoshop, Python, Web Development and Digital Marketing.

Step 5: Create the Page

Click:

Create Page

Facebook will create the business Page.

Part 2 — Complete the Facebook Page

After creating the Page, don't immediately start advertising.

First complete the Page.

Step 6: Add Profile Picture

Use:

- Business logo
- Brand logo
- Clear professional image

For Z-Tech:

Z-Tech logo

Step 7: Add Cover Photo

Create the cover image in Canva.

Example:

Z-TECH COMPUTER INSTITUTE

Learn Computer Skills • Build Your Career

Tally | Excel | AutoCAD | Python | Digital Marketing

Keep important text away from areas that may be cropped on different devices.

Step 8: Add Contact Information

Add:

- Phone number
- Website
- Email, if appropriate
- Address
- Business hours

Make sure the information is accurate and consistent with the business's other online profiles.

Step 9: Add Action Button

Facebook Pages can provide an action button depending on the current Page setup.

Examples may include:

- Call Now
- WhatsApp
- Send Message
- Learn More
- Book Now
- Contact Us

For a computer institute, **WhatsApp/Contact Us** can be useful if available and appropriate.

Step 10: Add Services

Add the services offered by the business.

For example:

- Tally Prime
 - Advanced Excel
 - AutoCAD
 - Photoshop
 - Python
 - Digital Marketing
 - Web Development
-

Step 11: Create Some Organic Content First

Before advertising, create some useful Page content.

For example:

Post 1

Digital Marketing Course

Post 2

5 Excel Tips

Post 3

Student Activity

Post 4

AutoCAD Training

Post 5

Admission Announcement

Use Canva to create the graphics.

Part 3 — Prepare for Facebook Advertisement

Now explain the important difference to students:

Facebook Page

↓

Business identity

↓

Content

↓

Meta Business tools



Ads Manager



Campaign



Ad Set



Advertisement

Step 12 — Open Meta Ads Manager

Go to Meta's advertising tools and open **Ads Manager**.

The exact interface and menu names can change, so students should focus on the three-level structure:

Campaign

What is the objective?

Ad Set

Who should see it, where, and with what budget/schedule?

Ad

What will the customer actually see?

Step 13 — Create an Ad Campaign

Click:

Create

Facebook/Meta will ask you to choose an advertising objective.

The available objectives can change as Meta updates its advertising system.

For teaching purposes, explain common goals such as:

- Awareness
- Traffic
- Engagement
- Leads

- App promotion
- Sales

Example

For a computer institute wanting admission enquiries:

Goal → Leads

Step 14 — Give Campaign a Name

Use an organized naming system.

Example:

Z-Tech_DigitalMarketing_Leads_Sep2026

Teach students to avoid names such as:

New Campaign 1

A proper naming system becomes very useful when managing many campaigns.

Step 15 — Set Campaign-Level Settings

Depending on the campaign setup, configure things such as:

- Campaign name
- Objective
- Special ad category, where applicable
- Budget settings, depending on the campaign type

Explain that certain industries have additional advertising restrictions and requirements.

Part 4 — Ad Set

This is one of the most important sections for students.

Step 16 — Select Conversion/Lead Location

Depending on the selected objective, Meta may offer destinations such as:

- Website
- Instant form
- Messenger
- WhatsApp
- Calls

For an institute, for example:

Instant Form → Admission Enquiry

or

WhatsApp → Course Enquiry

Step 17 — Select Audience

Teach students that audience selection can include factors such as:

Location

Example:

Lucknow

or a suitable radius/location configuration available in the current interface.

Age

Example:

18–30

Gender

Choose only when there is a legitimate business reason; otherwise avoid unnecessary restriction.

Interests

Depending on Meta's current targeting options, relevant interests may be available.

Don't simply add dozens of unrelated interests.

Step 18 — Placements

Meta may offer automated/Advantage+ placements or manual placement controls depending on the campaign.

Possible placements can include:

- Facebook Feed
- Instagram Feed
- Stories
- Reels
- Other Meta placements

For beginners, explain that **automatic/Advantage+ placements** can be a useful starting point, while manual placements are useful for controlled testing.

Step 19 — Set Budget

Explain the difference between:

Daily Budget

Amount intended to be spent per day.

Lifetime Budget

Budget allocated over a defined campaign period.

Example classroom exercise:

Budget: ₹300/day

Duration: 5 days

Approximate planned spend: ₹1,500

Actual delivery can vary according to Meta's advertising system and settings, so teach students to monitor the campaign rather than assuming an exact daily spend.

Part 5 — Create the Advertisement

Now students reach the **Ad** level.

Step 20 — Select Facebook Page

Choose the business Page:

Z-Tech Computer Institute

If Instagram is connected appropriately, students may also select the Instagram identity.

Step 21 — Select Creative

Upload:

- Image
- Video
- Carousel

For a course advertisement, I recommend teaching students to test both:

Static Canva design

and

Filmora promotional video

Step 22 — Write Primary Text

Example:

Want to learn Digital Marketing?

Join our practical Digital Marketing course and learn Canva, YouTube, Filmora, Facebook, Instagram, WordPress, Google Business Profile and more.

Enquire today for course details.

Step 23 — Create Headline

Example:

Digital Marketing Course

Keep the headline short and directly connected to the offer.

Step 24 — Add CTA

Depending on the campaign setup, suitable CTA options may include:

Learn More

Send Message

Sign Up

Contact Us

Get Quote

Choose the CTA that matches the actual conversion path.

Step 25 — Add Destination

Depending on the campaign:

Website

Send the customer to:

Digital Marketing Course Landing Page

WhatsApp

Send the customer to:

WhatsApp Business

Instant Form

Collect information such as:

- Name
- Phone

- Course interested in
- Preferred timing

Only collect information that is actually necessary.

Step 26 — Preview Advertisement

Before publishing, students should check:

Text

- ✓ Spelling
- ✓ Phone number
- ✓ Website
- ✓ Course name

Design

- ✓ Logo
- ✓ Readable text
- ✓ Good-quality image
- ✓ CTA

Mobile

- ✓ Feed appearance
 - ✓ Story/Reel appearance
 - ✓ Text not cut off
-

Step 27 — Publish

Click:

Publish

Meta may review the advertisement before it becomes eligible to run.

Teach students:

Submitted ≠ Approved ≠ Successful

An ad can be approved but still perform poorly.

Part 6 — Monitor the Advertisement

After the campaign starts, teach students to look at:

Metric	Meaning
Reach	People/accounts reached

Metric	Meaning
Impressions	Number of times ads were displayed
Clicks	Click activity
CTR	Click-through rate
CPC	Cost per click
Leads	Leads generated
Cost per Lead	Average cost for a lead
Conversion Rate	Percentage completing desired action

Example: Complete Student Exercise

Give students this assignment:

Business

Z-Tech Computer Institute

Campaign

Digital Marketing Admission

Campaign

Objective: Leads

Audience

Location: Lucknow

Age: Appropriate prospective-student range

Budget

₹300/day × 5 days = ₹1,500 planned budget

Creative

Canva poster + Filmora video

Primary Text

Learn Digital Marketing practically with Canva, YouTube, Filmora, Facebook, Instagram, WordPress, Google Business Profile and more.

CTA

Sign Up / Learn More / appropriate lead CTA

Destination

Lead Form or WhatsApp

Important Teaching Point

Teach students this complete advertising funnel:

AD

↓

ATTENTION

↓

CLICK

↓

LANDING PAGE / FORM / WHATSAPP

↓

LEAD

↓

FOLLOW-UP

↓

CUSTOMER

Instagram Complete Setup for Advertising

MODULE — INSTAGRAM MARKETING & ADVERTISING

Objective

After completing this module, students should be able to:

- Create an Instagram account
 - Convert it to a professional account
 - Create an attractive business profile
 - Connect Instagram with a Facebook Page
 - Connect the account to Meta's business/advertising tools
 - Create Reels, Posts and Stories
 - Prepare advertising creatives
 - Create an Instagram ad through Meta Ads Manager
 - Generate leads through website, form or WhatsApp
 - Monitor campaign performance
-

PART 1 — CREATE INSTAGRAM ACCOUNT

Step 1: Create an Instagram Account

Open Instagram.

Students can create an account using the available sign-up options.

Teach them to choose a username that is:

- Short
- Easy to remember
- Related to the business
- Consistent with the brand

Example

Business:

Z-Tech Computer Institute

Possible username:

@ztechcomputerinstitute

If unavailable, choose a genuine variation rather than adding random numbers.

PART 2 — CONVERT TO PROFESSIONAL ACCOUNT

For advertising, teach students to use a **Professional account**.

Instagram's professional accounts include:

- **Business**
- **Creator**

For a normal company, shop, institute or service business, **Business** is generally the appropriate choice.

Steps

1. Open Instagram
2. Go to Profile
3. Open menu/settings
4. Find the professional-account option
5. Select **Switch to professional account**
6. Select appropriate category
7. Select **Business**
8. Complete the setup

The exact menu wording can change as Instagram updates its app.

PART 3 — CHOOSE CATEGORY

Select the category that best represents the business.

For example:

Z-Tech Computer Institute

→ Education / relevant available category

Other examples:

- Restaurant
- Clothing Store
- Photographer
- Beauty Salon
- Real Estate
- Consultant
- Personal Brand

Teach students:

Category should describe what the business actually does.

PART 4 — CREATE THE INSTAGRAM PROFILE

A professional profile should immediately tell visitors:

Who are you?

What do you offer?

Where are you located?

What should the visitor do next?

Step 4 — Profile Picture

Use:

- Logo for a business
- Professional photograph for a personal brand

For Z-Tech:

Z-Tech logo

Use a clear square image.

Step 5 — Username

Example:

@ztechcomputerinstitute

Keep branding consistent across:

- Facebook
 - Instagram
 - YouTube
 - Website
-

Step 6 — Name Field

Don't confuse:

Username

with

Name

The Name field can clearly identify the business and, where appropriate, describe the business.

Example:

Z-Tech Computer Institute

Use accurate information rather than keyword stuffing.

Step 7 — Write Instagram Bio

Teach students this formula:

WHAT YOU DO + SERVICES + LOCATION + CTA

Example

 Computer & Digital Skills Training
 Tally | Excel | AutoCAD | Python | Digital Marketing
 Lucknow
 Enquire for Courses

Keep the bio concise and easy to scan.

PART 5 — ADD CONTACT INFORMATION

Depending on the current Instagram setup, students can add available contact options such as:

- Phone
- Email
- Business address
- WhatsApp
- Website

For a local business, contact information is very important.

PART 6 — ADD WEBSITE

Add the official business website.

Example:

Business website → Course page

Instead of simply sending every visitor to the homepage, teach students that an advertisement should ideally send the user to a **relevant destination**.

Example:

Digital Marketing Advertisement



Digital Marketing Course Landing Page

PART 7 — CREATE FACEBOOK PAGE

For a professional advertising setup, connect the Instagram account with the appropriate Facebook Page/Meta business assets.

If the business doesn't have a Facebook Page:

1. Create Facebook Page
 2. Add business name
 3. Add category
 4. Add logo
 5. Add cover
 6. Add contact details
 7. Complete the Page
-

PART 8 — CONNECT INSTAGRAM TO FACEBOOK PAGE

This is an important teaching step.

Go to the relevant **Accounts Center / Page / Instagram connection settings** available in the current Meta interface.

Connect:

Instagram Professional Account

with

Facebook Page

After connection, businesses can manage certain cross-platform activities and advertising through Meta's tools.

PART 9 — META BUSINESS TOOLS

Explain to students that Meta provides business-management and advertising tools.

The terminology/interface can change, but students should understand these concepts:

Business assets

- Facebook Page

- Instagram account
- Ad account
- Pixel/Dataset where applicable
- Website
- Catalog where applicable

Advertising tool

Meta Ads Manager

This is where students should learn to build campaigns rather than relying only on the simple **Boost** button.

PART 10 — PREPARE INSTAGRAM CONTENT BEFORE ADVERTISING

Tell students:

Don't create an Instagram account today and immediately run an advertisement with an empty profile.

First create some useful content.

Minimum practice content

10 Posts

5 Reels

3 Stories

1 Introduction post

1 Services post

1 Contact/CTA post

PART 11 — INSTAGRAM CONTENT TYPES

1. Single Image Post

Example:

Admissions Open

Digital Marketing Course

2. Carousel

Example:

Slide 1

7 Skills You Learn in Digital Marketing

Slide 2

Canva

Slide 3

YouTube

Slide 4

Filmora

Slide 5

Instagram

Slide 6

WordPress

Slide 7

Google Business Profile

3. Reel

Create a short promotional video.

Example:

0–3 sec → HOOK

3–15 sec → BENEFITS

15–25 sec → COURSE DETAILS

25–30 sec → CTA

4. Story

Use for:

- Announcements
 - Behind the scenes
 - Offers
 - Polls
 - Questions
 - New courses
-

PART 12 — CREATE ADVERTISING CREATIVE

Teach students to create two versions.

Creative A — Canva Image

Example:

DIGITAL MARKETING COURSE

Learn:

- ✓ Canva
- ✓ YouTube
- ✓ Filmora
- ✓ Facebook
- ✓ Instagram
- ✓ WordPress

Admissions Open

Creative B — Filmora Video

30-second video:

0–3 sec

Want to learn Digital Marketing?

3–15 sec

Show:

- Canva
- YouTube
- Filmora
- Instagram
- Facebook
- WordPress

15–25 sec

Practical Training

Projects + Assignments

25–30 sec

Enquire Today

PART 13 — CREATE INSTAGRAM AD

Now move to **Meta Ads Manager**.

The exact interface can change, but the basic structure remains:

CAMPAIGN

↓

AD SET

↓

AD

LEVEL 1 — CAMPAIGN

Click:

Create

Select the objective that matches the business goal.

For an institute wanting enquiries, teach students to consider:

Leads

Other campaigns may use objectives such as:

- Awareness
- Traffic
- Engagement
- Leads
- Sales
- App promotion

The available options and Advantage+ configurations can change over time.

LEVEL 2 — AD SET

This controls the audience, destination, budget/schedule and placements, depending on the campaign.

Step 14 — Select Lead Destination

For an institute, possible options may include:

Website

Customer goes to:

Course landing page

Instant Form

Customer fills:

- Name
- Mobile
- Course
- Preferred time

WhatsApp

Customer starts a WhatsApp conversation.

Teach students to choose the destination that the business can actually manage.

STEP 15 — TARGET LOCATION

Example:

Lucknow

Depending on the business, students can use the appropriate location targeting options available in Meta.

For a local institute, don't target the entire country simply because it is available.

Teach:

Target where your potential customers actually are.

STEP 16 — AGE

Example for a computer course:

18–30

But don't teach students that this is a universal rule.

Age should depend on:

- Course
 - Product
 - Customer
 - Business objective
-

STEP 17 — AUDIENCE

Depending on Meta's current targeting options, students may use:

- Location
- Age
- Gender where relevant
- Detailed targeting
- Custom audiences
- Lookalike audiences

For beginners, start with a clearly defined audience rather than creating an extremely complicated audience.

STEP 18 — PLACEMENTS

Meta may recommend **Advantage+ placements** or provide manual placement controls.

Possible placements can include:

- Instagram Feed
- Instagram Stories
- Instagram Reels
- Facebook Feed
- Other Meta placements

If the assignment is specifically **Instagram-only advertising**, teach students to select the relevant Instagram placements when manual controls are available.

STEP 19 — BUDGET

Students can learn:

Daily Budget

Example:

₹300/day

Lifetime Budget

Example:

₹1,500 for 5 days

For the classroom:

$₹300 \times 5 \text{ days} = ₹1,500$ planned budget

Actual delivery can vary depending on Meta's auction and campaign settings.

LEVEL 3 — AD

Now create the actual advertisement.

STEP 20 — SELECT IDENTITY

Select:

Facebook Page

and

Instagram account

Example:

Z-Tech Computer Institute
@ztechcomputerinstitute

STEP 21 — UPLOAD CREATIVE

Choose:

Image

or

Video

or

Carousel

For your students, teach them to test:

Version A

Canva image

Version B

Filmora video

This introduces them to **creative testing**.

STEP 22 — WRITE PRIMARY TEXT

Example:

Want to learn Digital Marketing practically?

Learn Canva, YouTube, Filmora, Facebook, Instagram, WordPress, Google Business Profile and more.

Join our practical training program and work on real projects.

Enquire today for course details.

STEP 23 — WRITE HEADLINE

Example:

Practical Digital Marketing Course

Keep it clear and relevant to the actual offer.

STEP 24 — CTA

Choose an appropriate CTA based on the campaign.

Examples may include:

- Learn More
 - Sign Up
 - Send Message
 - Contact Us
 - Get Quote
-

STEP 25 — CHECK PREVIEW

Before publishing, students should check:

Profile

- ✓ Logo
- ✓ Bio
- ✓ Contact information
- ✓ Website

Advertisement

- ✓ Correct image/video
- ✓ Correct spelling
- ✓ Correct phone number
- ✓ Correct website
- ✓ CTA
- ✓ Mobile appearance

Destination

Click the destination and confirm it actually works.

STEP 26 — PUBLISH

Click:

Publish

Meta may review the ad before delivery.

Teach students:

Published does not mean successful.

They must monitor results.

PART 14 — INSTAGRAM AD ANALYTICS

Teach students these metrics:

Metric	Meaning
Reach	Number of accounts reached
Impressions	Number of times ad was displayed
Clicks	Click activity
CTR	Percentage of impressions resulting in clicks
CPC	Cost per click
Leads	Leads generated
Cost per Lead	Average cost of a lead
Conversions	Desired actions completed

PART 15 — COMPLETE INSTAGRAM AD PRACTICAL

Give students this assignment.

Business

Z-Tech Computer Institute

Goal

Generate enquiries for:

Digital Marketing Course

Student must create

1. Instagram Business Account

↓

2. Professional Profile

↓

3. Logo

↓

4. Bio

↓

5. Website link

↓

6. Contact information

↓

7. Facebook Page

↓

8. Connect Instagram + Facebook

↓

9. 5 Instagram posts

↓

10. 3 Reels

↓

11. 2 Stories

↓

12. Canva advertisement

↓

13. Filmora advertisement video

↓

14. Meta Ads campaign

↓

15. Target audience

↓

16. Budget

↓

17. Lead destination

↓

18. Publish/test



19. Analyze results

BUSINESS



FACEBOOK PAGE



INSTAGRAM BUSINESS



PROFILE SETUP



CONTENT CREATION



CANVA FILMORA REELS



META BUSINESS TOOLS



ADS MANAGER



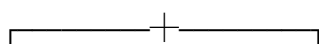
CAMPAIGN



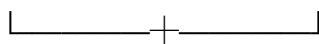
AD SET



AD



WEBSITE FORM WHATSAPP



LEAD



FOLLOW-UP



CUSTOMER



ANALYTICS

WhatsApp Business Promotion for a Digital Marketer

1. First create a professional identity

The student should create a WhatsApp Business profile around their service.

Example

Business Name:

Rahul Digital Marketing

Category:

Marketing Agency / Digital Creator / relevant available category

Description:

We help local businesses grow online through social media marketing, Google Business Profile, Canva creatives, video marketing, WordPress websites and digital advertising.

Services:

- Social Media Marketing
- Instagram Marketing
- Facebook Marketing
- Google Business Profile
- YouTube Marketing
- Canva Design
- Filmora Video Editing
- WordPress Website
- SEO
- Digital Advertising

2. Create a Professional Profile Photo

Use:

Option A — Personal Brand

Professional photograph + name

Option B — Agency

Professional logo

For a freelancer, I recommend teaching students to consider a **professional personal-brand photograph**, because clients often want to know who they will be working with.

3. Create a Service Catalog

This is one of the most useful features for a digital marketer.

Create individual catalog items.

Service 1

Social Media Management

Description:

Facebook and Instagram content planning, Canva creatives, captions, posting and performance tracking.

Service 2

Google Business Profile Management

Profile optimization, business information, services, photos, posts and review-management support.

Service 3

Instagram Marketing

Instagram profile optimization, content planning, Reels, Stories and audience engagement.

Service 4

Facebook Advertising

Meta advertising campaign setup, audience research, creative preparation and campaign monitoring.

Service 5

WordPress Website

Professional business website creation using WordPress.

Service 6

YouTube Marketing

Channel optimization, thumbnails, video SEO and content planning.

4. Create a WhatsApp Marketing Portfolio

A digital marketer needs to **show**, not just say, what they can do.

Create a portfolio containing:

Canva

5–10 sample designs

Instagram

3–5 sample posts

Reels

2–3 sample videos

YouTube

2 thumbnails + 1 video

Website

1 demo WordPress website

Google Business

1 sample profile optimization project

Advertisement

1 Facebook/Instagram ad example

Then use WhatsApp to send the portfolio to interested prospects.

5. Create a WhatsApp Business Greeting

When a prospective client contacts the digital marketer:

Hello! 🙌 Welcome to [Name] Digital Marketing Services.

We help businesses build their online presence through:

- Social Media Marketing
- Instagram & Facebook Marketing
- Google Business Profile
- YouTube Marketing
- Canva Design
- Video Editing
- WordPress Websites
- Digital Advertising

Please tell us about your business and what you would like to promote.

6. Use Quick Replies

Create shortcuts for frequently asked questions.

/services

We provide Social Media Marketing, Google Business Profile management, Instagram/Facebook marketing, YouTube marketing, Canva design, video editing, WordPress websites and digital advertising.

/portfolio

Here is our portfolio showing examples of our digital marketing, design, video and website work:
[portfolio link]

/website

Please share your business website with us so we can review your current online presence.

/details

Please share:

1. Business name
2. Business type
3. Location
4. Website, if available
5. Instagram/Facebook page
6. Your main marketing goal

7. Create a Lead Qualification System

Don't immediately send pricing to every person.

First understand the business.

Ask:

- 1. What is your business?**
- 2. Where is your business located?**
- 3. Do you have a website?**
- 4. Do you have Instagram/Facebook?**
- 5. Do you have a Google Business Profile?**
- 6. What is your main objective?**

For example:

- More enquiries
- More followers
- More website visitors
- More local customers

- Online sales
 - Brand awareness
-

8. Create Service Packages

This makes WhatsApp selling easier.

Package A — Social Media

Includes:

- Content planning
- Canva posts
- Instagram
- Facebook
- Captions
- Basic reporting

Package B — Local Business

Includes:

- Google Business Profile
- Google Maps presence
- Social media
- Website
- WhatsApp integration

Package C — Complete Digital Marketing

Includes:

- Website
- SEO
- Google Business
- Facebook
- Instagram
- YouTube
- WhatsApp
- Content creation
- Advertising

- Analytics

Important: Teach students to quote actual prices based on their services, workload and market rather than copying someone else's pricing.

9. WhatsApp Status Marketing

This is particularly useful for a freelancer.

Post regularly:

Status 1 — Educational

5 mistakes businesses make on Instagram

Status 2 — Portfolio

Today's Canva design

Status 3 — Before/After

Website redesign — Before vs After

Status 4 — Client Work

Google Business Profile optimization completed

Status 5 — Offer

Looking to improve your online presence? Contact us for a digital marketing consultation.

Status 6 — Testimonial

With the customer's permission, share a genuine testimonial.

10. Don't Make Every Status an Advertisement

Teach students the **80/20 principle as a practical content guideline**, not a strict rule:

Mostly useful/educational content + some promotional content.

For example, in 10 status updates:

- 5 educational
- 2 portfolio
- 1 testimonial
- 1 tip
- 1 promotional

This makes the account look more professional.

11. Generate Leads From Instagram

The student can put:

💬 **WhatsApp for Digital Marketing Consultation**

in their Instagram bio or use an appropriate contact button/link.

Flow:

Instagram Reel



Interested person



WhatsApp



Business discussion



Portfolio



Proposal



Client

12. Generate Leads From Facebook

Similarly:

Facebook Post



Interested customer



WhatsApp



Requirement



Portfolio



Quotation

13. Generate Leads From Google Business Profile

For a digital marketing freelancer/agency, a properly configured Google Business Profile can help local prospects discover the service.

Example search:

Digital marketing agency near me

Potential customer:

Google → Business Profile → Website/WhatsApp → Enquiry

14. Use WhatsApp With Your Website

Create a **WhatsApp CTA button** on the WordPress website.

Example:

 **Get a Free Consultation on WhatsApp**

When clicked, it opens a WhatsApp conversation.

Teach students to use a pre-filled enquiry message where appropriate, such as:

Hello, I would like to know about your digital marketing services.

15. WhatsApp + Canva

This is a very good practical combination for your students.

Weekly workflow

Monday

Create Canva educational post.

Tuesday

Create Reel in Filmora.

Wednesday

Create marketing tip.

Thursday

Show portfolio work.

Friday

Create business case study.

Saturday

Post service promotion.

Sunday

Post useful digital marketing tip.

Then distribute suitable content through WhatsApp Status and other channels.

16. WhatsApp + Filmora

Create short promotional videos:

Example

"Do you have a business but no website?"

Then:

Professional WordPress Websites

Mobile Friendly

WhatsApp Integration

Contact Us

Use the video as a WhatsApp Status and, where appropriate, distribute it through other social channels.

17. WhatsApp + Google Business

A strong local-business funnel:

Google Search

↓

Google Business Profile

↓

Website

↓

WhatsApp

↓

Enquiry

↓

Consultation

↓

Client

This is an excellent practical project for your students.

18. WhatsApp + Meta Advertising

For paid advertising, teach students to create campaigns where the available Meta setup allows people to start a conversation through WhatsApp.

Example:

Instagram Ad

Need Digital Marketing for Your Business?

CTA:

Send Message

↓

WhatsApp conversation

↓

Ask business requirements

↓

Send portfolio

↓

Schedule consultation

19. WhatsApp Follow-up

Teach students **professional follow-up**, not spam.

First response

Thank you for contacting us. Please share your business name and the type of marketing support you need.

After receiving details

Thank you. Based on your requirements, we can help with Instagram, Facebook, Google Business Profile and website marketing. I can share some relevant work samples.

After sending portfolio

Please have a look at the examples. If you'd like, we can discuss your current online presence and requirements.

If someone doesn't want further messages, stop contacting them.

20. Complete Digital Marketer WhatsApp Funnel

This should be your students' final practical exercise:

