Knowlary

NO MORE ↗
"this Course is
a Waste of Money!"

Digital Marketing Mastery

- SEO & Content Marketing
- Meta & Google Ads
- Social Media Marketing
- Analytics & Marketing Tools
- Real-World Campaigns



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SYLLABUS

Week 1 – Digital Marketing Fundamentals & Strategy

Build a strong foundation in digital marketing by understanding the digital ecosystem, customer journey, buyer personas, marketing funnels, AIDA, audience research, and basic marketing strategy. Learners will also explore how digital marketing works for different types of businesses through practical examples and remote activities.

Week 2 – Social Media Marketing

Learn how to build and manage a strategic social media presence across major platforms. This week covers audience targeting, competitor research, content pillars, content planning, hooks, captions, CTAs, Reels, Stories, and Meta Business tools, with practical activities designed for remote learning.

Week 3 – Content Marketing, Copywriting & AI

Learn how to create content that has a clear marketing purpose and write persuasive copy that drives action. Explore hooks, storytelling, value propositions, CTAs, email content, and AI-powered tools for research, ideation, content creation, and improving marketing workflows.

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Week 4 – SEO & Email Marketing

Understand how search engines work and learn the fundamentals of SEO, keyword research, search intent, on-page optimization, technical SEO, and SEO content creation. The week also introduces email marketing, including audience segmentation, newsletters, subject lines, CTAs, and basic automation.

Week 5 – Meta Ads

Learn how to plan and structure Meta advertising campaigns using Ads Manager. Cover campaign objectives, audiences, TOFU/MOFU/BOFU strategies, creative formats, ad copy, budgeting, key metrics, and basic optimization while working through practical campaign-building exercises remotely.

Week 6 – Meta Ads, Google Ads & PPC

Take your paid advertising skills further by exploring different Meta ad formats, Pixel tracking, campaign metrics, and performance analysis. You will also learn the fundamentals of Google Ads and PPC, including keyword research, search intent, match types, negative keywords, campaign structure, and optimization.

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Week 7 – Analytics, Tracking, Reporting & CRO

Learn how to use marketing data to understand campaign performance and make better decisions. This week covers Meta tracking, UTMs, pixels, Google Tag Manager, KPIs such as CTR, CPC, CPA and ROAS, campaign analysis, reporting, and conversion optimization through practical case studies.

Week 8 – Capstone, Portfolio & Career Development

Bring everything together by creating a complete digital marketing strategy for a real or assigned business. You will combine content, SEO, paid advertising, analytics, AI tools, and strategy into a portfolio-ready project, present your work remotely, receive feedback, and learn how to position your skills for jobs, internships, freelancing, and other opportunities.

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About the Instructor



Riya Subedi

Performance Marketing Specialist

Riya Subedi is a results-driven marketing professional with 6+ years of experience in digital marketing, media buying, and performance marketing. She holds a BBA in Marketing and currently works as a Media Implementation Assistant at Omnicom Media Nepal, with expertise in Meta Ads, Google Ads, SEO, analytics, campaign optimization, and full-funnel marketing. She also holds a Google Display & Video 360 certification.

As an instructor, Riya brings a practical, industry-oriented approach to learning, combining real-world campaign experience with data-driven strategies. Her sessions focus on helping learners understand how digital marketing tools and strategies are applied to improve performance, optimize ROAS, reduce CPA, and build stronger digital presence.

Testimonials

"The course gave me a clear understanding of digital marketing and, more importantly, helped me apply what I learned through practical assignments. The sessions were easy to follow, and the hands-on approach made learning much more effective."

Aayush Sharma
Digital Marketing Learner

"What I liked most about this course was that it focused beyond just theory. I got to work on real marketing tasks and understand how different digital channels connect with each other. It gave me much more confidence to work in digital marketing."

Aastha Karki
Marketing Associate

"The course was well structured and easy to understand. Every week, we learned something new and got the opportunity to apply it through assignments. The guidance and feedback throughout the course made the learning experience much better."

Suman Adhikari
Digital Marketing Learner

Placement Hiring & Support

Ensuring our learners reach their full potential & land their dream job through

- ↗ Dedicated mentorship with 24/7 Doubt clarification support
- ↗ Revision Sessions + New Technology addition in the course syllabus
- ↗ Mock + Pre-placement Interviews
- ↗ Periodic Assessments

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