

## CEDM FAST TRACK COURSE SCHEDULE

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- Differentiate between online & offline marketing
- zoom into website development
- SEO (on page, off page & Back linking)
- content & blog writer
- Groove into the world of digital SMO
- become a professional creator of graphics & videos
- creation of social media business pages
- the four r's strategy of engagement, reaches and likes
- in depth dashboard training of meta Business suite
- How to optimise lead generations using meta analytics
- techniques to increase friends and followers
- software tools for analytic and perfect lead generation
- Exponential increase of customer traffic to clients websites / store
- concepts of goals, brand audit and target audience
- High end skill sets of ad centre and ad manager
- on your marks get set go for your first campaign