NEXTECH SKILLS

1 Year
Advanced
Digital Marketing

CONTENT

SEO

MARKETING Strategy

LINKS

Are you interested in learning how to protect systems using practical cybersecurity strategies and effective threat mitigation techniques?

At NexTech Skills, we offer a comprehensive Cyber Security course designed to teach you how to safeguard systems with practical strategies and effective threat mitigation techniques. Our expert instructors will guide you through the latest industry practices to ensure you're equipped with the skills to protect digital assets and defend against potential security breaches. Whether you're a beginner or looking to advance your knowledge, this course will provide hands-on experience to build your expertise in the field of Cyber Security. Join us and become a proficient cybersecurity professional!

Month 1: Advanced Digital Marketing Overview

Week 1:
- The Digital Marketing Ecosystem
- Overview of digital marketing channels. Understanding buyer personas and customer journeys.
- Role of analytics and AI in marketing strategies.

Week 2:
- Marketing Trends and AI Integration Emerging trends in digital marketing.
- Introduction to AI tools for marketers: ChatGPT, Jasper, and Writesonic.

Week 3:
- Advanced Market Research Competitor analysis using tools like SEMrush and SimilarWeb.
- Audience segmentation with Google Analytics 4 and HubSpot.

Week 4:
- Marketing Funnel Optimization Designing high-converting funnels using ClickFunnels and Systeme.io. Lead nurturing with AI-driven email campaigns.

Month 2: Advanced Content Marketing

Week 1:
- Content Strategy Developing a long-term content calendar.
- Content ideation with AI tools like Buzz Sumo and Answer The Public.

Week 2:
- Content Creation and AI Tools Using Jasper AI and Write sonic for blog and ad copy.
- Video content creation with Pictory and Synthesia.

Week 3:
- Content SEO Optimizing content for SEO with SurferSEO and Clearscope.
- Building topic clusters for website authority.

Week 4:
- Measuring Content Success Content performance analysis with Google Analytics 4 and Looker Studio.
- Adjusting strategies based on KPIs.
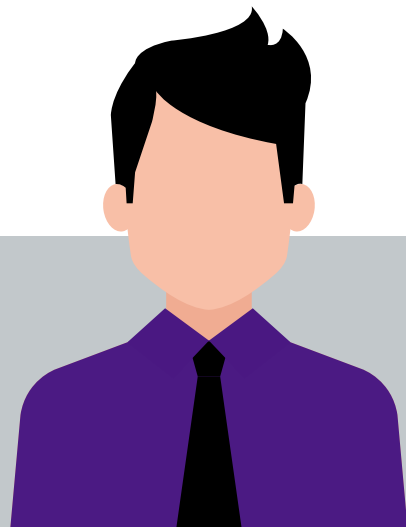
I have lots of experience teaching cybersecurity and enjoy helping students learn how to keep computers and networks safe from hackers. I focus on making sure students understand how to protect data and handle online threats. In my classes, we learn about ethical hacking, how to stop cyberattacks, and the rules that protect everyone online. I use fun activities and real-life examples to help students get ready for a career in cybersecurity.

www.nextechskills.com

Month 3: Social Media Marketing Mastery

Week 1:
- Advanced Social Media Strategy Social media trends and platform-specific strategie Audience targeting and segmentation.

Week 2:
- AI in Social Media Marketing Automating campaigns with Hootsuite and Buffe AI-driven ad optimization tools: Madgicx and Adzooma.

Week 3:
- Video Marketing on Social Platforms Creating engaging short-form videos with Canva and Pictory.
- Analytics for video marketing campaigns.

Week 4:
- Measuring Social Media ROI Social media campaign analysis with Brandwatch.
- Optimizing strategies based on engagement and reach

Month 4: Advanced SEO and SEM

Week 1:
- AI-Powered SEO Using AI for keyword research (Ahrefs, SEMrush). Implementing AI suggestions for technical SEO.

Week 2:
- Local SEO Strategies Optimizing for Google My Business. Local keyword optimization.

Week 3:
- Search Engine Marketing (SEM) Advanced strategies for Google Ads and Bing Ads.
- AI-driven bidding and ad placement.

Week 4:
- Measuring Success in SEO and SEM Using Google Analytics 4 for performance tracking.
- Improving ROI with actionable insights

Month 5: Email and CRM Marketing with AI

Week 1:
- Advanced Email Marketing Designing personalized email campaigns with Mailchimp and ActiveCampaign.
- Automation strategies using AI.

Week 2:
- Building Customer Relationships CRM platforms: HubSpot and Salesforce.
- Using AI to predict customer behavior.

Week 3:
- Retargeting and Upselling Strategies AI-driven retargeting campaigns with AdRoll.
- Strategies for cross-selling and upselling.

Week 4:
- Analyzing Email Campaign Success Open rates, click-through rates, and conversions. A/B testing strategies.

Month 6: Affiliate Marketing and Partnership

- Advanced affiliate marketing strategi Finding and managing affiliate partners with AI too Tracking affiliate performance

Month 7: E-commerce and AI Marketing

- AI tools for product recommendations.
- Advanced Shopify marketing with AI.
- Conversion rate optimization.

Month 8: Data-Driven Marketing

- Using Tableau and Looker Studio for data visualization. Predictive analytics for marketing strategies.
- Leveraging AI insights to drive decisions.

Month 9: Influencer and Community Marketing

- Identifying influencers with Upfluence and BuzzS
- Managing influencer collaborations with AI tool
- Community building on Discord and Facebook Groups

Month 10: Mobile Marketing .

- App store optimization (ASO).
- Mobile ad campaigns with Google Ads and AdMob.
- Push notification strategies with AI

Month 11: Freelancing and Building Your Digital Agency

- How to market your digital marketing skills on Fiverr, Upwork, and LinkedIn.
- Building and scaling a digital agency.
- AI tools for agency management.

Month 12: Capstone Projects and Certifications

- Real-world project implementation (e.g., running live campaigns).
- Preparing for industry certifications (Google Ads, HubSpot, Facebook Blueprint.
- Final presentations and feedback.

Key Features

- 1. Hands-On Training: Practical assignments after every topic.
- 2. Tools Mastery: Over 50 AI and digital marketing tools covered.
- 3. Career Prep: Resume building, interview tips, and freelancing skills.
- 4. Live Campaigns: Students will run live ad campaigns to gain real-world experience