

DIGITAL MEDIA MARKETING



Course Duration:

08 MONTHS

COURSE OVERVIEW

This **Program** is on a global-standard, exam & project-based certification course designed for entrepreneurs, freelancers, and marketing professionals. It combines practical campaigns, AI automation, and industry mentorship with structured theoretical learning.

Key Highlights:

- **Exam & Certification-Based:**

Each module includes quizzes, assignments, and live project evaluations.

Live Industry Projects:

Work on real-world campaigns with mentorship from experts.

- **Attendance Requirement:**

Minimum 85% attendance for certification.

- Internship: 2-month real-world internship included.
- Duration: 8 months (2 semesters)
- In this course, the bonus kit is included for free.
- Kit worth is \$439 , 2-month internship , international interview preparation Kit
- 1 month P2P Clouds Ai CRM is 40\$ For practice for students
- LMS MOBILE APP system
- **1 year Access support of personal community & Live updates**

LEVEL 1

PAID MARKETING

SEMESTER 1: 04 MONTHS

BOOK 1:

Meta Ads AI Mastery (2026 Update)

- Meta Ads across Facebook, Instagram, Messenger, and WhatsApp with AI automation
- Covers 41 chapters from introduction, funnel building, Business Manager setup, pixel & CAPI tracking, creative strategy, scaling, lead generation, case studies, and agency growth.
- **Final Project:** Students plan, launch, optimize, and present a complete Meta Ads campaign.

BOOK 2:

Google Ads Mastery

- **Modules 1–15:** Lead generation, conversion setup, analytics & tracking, search & display ads, attribution & seasonality, call-only campaigns, shopping & Performance Max, app install campaigns, Demand Gen, YouTube Ads, Google Ads Editor, reporting, templates, and case studies.
- Final Exam & Practical Evaluation included.

PAID MARKETING

BOOK 3:

Digital Marketing Strategy with AI & ChatGPT

- 4 golden sessions covering AI clone, automation, generative AI in digital marketing, and Go HighLevel & AI automation mastery.

BOOK 4:

Advanced Programmatic Marketing

- DV360, CRO, Campaign Manager 360, CRM mastery, Data Management Platform, and AI data engineering using Power BI.

LEVEL 2

Organic Digital Marketing & Advanced Platforms

SEMESTER 2: 04 MONTHS

BOOK 5:

Organic Digital Marketing & SEO Mastery

- Covers 12 modules including SEO fundamentals, keyword research, site structure, content creation, technical SEO, backlinks, local & eCommerce SEO, analytics, SEO automation with AI, client acquisition, practical implementation, and bonus updates.

BOOK 6:

YouTube SEO & AI Automation Mastery

- Covers 12 modules including niche domination, algorithm mastery, mobile production, thumbnail strategies, no-SEO growth system, monetization blueprint, faceless content creation, and real-world channel results.

Organic Digital Marketing & Advanced Platforms

BOOK 7:

Email Marketing Mastery

- 4 golden sessions covering monetization strategies and AI-driven email marketing automation.

BOOK 8:

Complete Digital Products Mastery

- Covers 8 modules, including account setup, print-on-demand, digital products, promotion & marketing, private label mastery, logistics (FedEx session), Gumroad integration, and live product development contests.

Bonus Kit – Free

(Worth \$1000)

- **Media Planning Templates (3)**
- **Social Media Marketing Strategy & Case Study Templates (2)**
- **Creative Briefing Template**
- **Client Briefing Template**
- **Digital Marketing Project Sheet Template**
- **Google Ads Ultimate Optimization Checklist**
 - Pre-Launch Setup Checklist
 - Search Campaign Optimization
 - Performance Max Optimization
 - Shopping Optimization
 - Demand Gen Optimization
 - Priority Tracker
 - Notes, Owners & Next Steps

Learning Methodology

- **Module-Based Learning:** Each module has quizzes, assignments, and live project tracking.
- **Hands-On Case Studies:** Work on real-world business campaigns, e-commerce, service, and agency projects.
- **Mentorship:** Continuous guidance from industry experts on campaign planning, optimization, and scaling.
- **Capstone Projects:** End-of-book and semester projects evaluated for certification readiness.
- **Internship:** 2-month practical exposure in real companies for live experience.

Attendance & Certification Requirements

- 85% Minimum Attendance required
- Completion of all quizzes, assignments, and projects
- Successful capstone project submission
- Completion of 2-month internship

Key Outcomes for Students

- Master Meta Ads, Google Ads, YouTube, SEO, Email Marketing, Etsy, and AI Automation.
- Gain freelancing, agency, and entrepreneurial skills.
- Implement real-world campaigns from scratch and optimize for maximum ROI.
- Obtain internationally recognized certification.
- Get mentorship and career guidance for industry readiness

This is the ultimate digital marketing combo – Paid, Organic, AI, and Automation – all in one course with international standards, real projects, and global certification.

LEVEL 1

PAID MARKETING

BOOK 1:

Meta Ads AI Mastery

Meta Ads 2026 (Facebook, Instagram & WhatsApp Marketing with AI)

Chapter 1: Introduction to Meta Ads & AI Algorithm 2026

- Introduction to Meta Ads, course objectives, learning outcomes, and course navigation.

Chapter 2: Social Media Advertising – The New Perspective

- Evolution of social media advertising and Meta Ads in the modern digital ecosystem.

Chapter 3: Science Behind Meta Ads Delivery

- Understanding how Meta delivers ads, learning phase, delivery optimization, and system behavior.

Chapter 4: Ads Auction, Total Value & Quality Ranking

- How the Meta Ads auction works, ad total value, engagement ranking, and conversion ranking.

Chapter 5: Anatomy of Social Media Ads

- Key components of social media ads and how campaigns actually function.

Chapter 6: Understanding Meta Platforms Before Advertising

- User behavior on Facebook, Instagram, Messenger, and WhatsApp.

Chapter 7: Do's and Don'ts of Facebook & Meta Ads

- Advertising policies, common violations, and compliance best practices.

Chapter 8: Funnels & Customer Journey

- Understanding funnels, cold-warm-hot audiences, and one-step vs two-step funnels.

Chapter 9: Meta Business Manager Setup

- Creating Business Manager, roles, permissions, and account structure.

Chapter 10: Ad Account Creation & Access Management

- Getting ad account access from clients and managing assets securely.

Chapter 11: Ads Manager Overview

- Understanding Ads Manager interface, tools, and navigation.

Chapter 12: Choosing the Right Business Manager

- Best practices for selecting and using the correct Business Manager.

Chapter 13: Events Manager & Meta Pixel (Dataset)

- Introduction to Meta Pixel, Events Manager, and tracking fundamentals.

Chapter 14: Advanced Tracking & Attribution

- Standard events, custom events, attribution settings, and advertiser-side optimization.

Chapter 15: Custom Conversions & Offline Events

- Creating custom conversions and using offline events for better optimization.

Chapter 16: Conversion API (CAPI) & Server-Side Tracking

- Importance of CAPI, data accuracy, and tracking reliability.

Chapter 17: Shopify & WordPress Integration

- Pixel, CAPI, and tracking setup for service-based and e-commerce businesses.

Chapter 18: Meta Ads Manager Structure

- Understanding Campaign, Ad Set, and Ad levels in depth.

Chapter 19: Payment Settings & Billing Management

- Setting up payments and understanding billing cycles.

Chapter 20: Resolving Payment & Billing Issues

- Handling stuck payments, failed charges, and ad delivery interruptions.

Chapter 21: Campaign Objectives (2026 Updated)

- Awareness, Traffic, Engagement, Leads, Sales, App Promotion, and Messages.

Chapter 22: Ad Placements & Budget Strategy

- Placement optimization, Advantage+ placements, and budget control.

Chapter 23: Ad Creative Strategy & Psychology

- Creative concepts, angles, hooks, storytelling, and ad psychology.

Chapter 24: Video & Image Ads for Brands & Agencies

- Creating high-performing creatives for brands, services, and agencies.

Chapter 25: Creative Testing & Fatigue Management

- Testing frameworks, identifying winning creatives, and managing creative fatigue.

Chapter 26: Audience Targeting Mastery

- Interest targeting, Advantage+ audience, and audience size vs budget logic.

Chapter 27: Custom Audiences & Lookalike Audiences

- Website, engagement, video, CRM audiences, and scaling with look a likes.

Chapter 28: Retargeting & Retention Strategies

- Retargeting stages, warm audience strategies, and customer retention campaigns.

Chapter 29: Performance Metrics & Reporting

- CTR, CPC, CPM, CPA, ROAS, attribution windows, and reporting structure.

Chapter 30: Performance Marketing Framework (Phase 0–8)

- Pixel warm-up, testing, optimization, scaling, recovery, and retargeting phases.

Chapter 31: Scaling Meta Ads Campaigns

- Budget scaling, horizontal vs vertical scaling, and safe scaling strategies.

Chapter 32: Automated Rules & Smart Optimization

- Using automated rules for scaling, pausing, and budget recovery.

Chapter 33: Commerce Manager & Catalog Advertising

- Catalog creation, dynamic ads, upsell, cross-sell, and retargeting (non-dropshipping).

Chapter 34: Lead Generation Campaigns

- Instant forms, WhatsApp leads, messaging campaigns, and lead quality improvement.

Chapter 35: : Funnels for Lead Generation

- Sales funnels using landing pages and funnel logic (service & agency focused).

Chapter 36: AI Automation – ManyChat, Messaging, etc

- Messenger and WhatsApp n8n zapier automation, lead nurturing, and message-based selling.

Chapter 37: Case Studies & Practical Implementations

- E-commerce, offline brands, service businesses, and agencies
Andromeda 2026 Update of Meta.

Chapter 38: : Freelancing & Agency Growth with Meta Ads

- Client acquisition, proposals, pricing, reporting, and retention

Chapter 39: Common Issues & Troubleshooting

- Learning limited issues, ads not spending, ad rejections, account suspensions, billing errors.

Chapter 40: Final Project & Evaluation

- Students will plan, launch, optimize, and present a complete Meta Ads campaign.

Chapter 41: : LinkedIn, Freelancing Client Hunting & Ads Mastery

BOOK 2:

Google Ads Mastery Course

Module 1:

Lead Generation Campaigns

- Understanding the requirement of Lead Generation Campaign (Depending on different businesses)
- How to Calculate the Initial Daily Budget in the Beginning?

Module 2:

Conversion Setup (Advanced)

- Understanding Difference between Events and Conversions
- Conversion Action / Goal And Account Level Conversions
- Primary and Secondary Conversions
- Setting up Conversions from Google Ads Based on Thank You Page
- Setting up Conversions from Google Ads Based on Ajax Forms
- Passing Dynamic URL Parameters from Elementor Form to Email (No Coding Method)
- Setting up Normal/Standard Remarketing Code Correctly
- Offline Conversions in Google Ads (GCLID Method)
- Enhanced Conversions: Overview & Setup
- Enhanced Conversion for Web using GTM
- Enhanced Conversion for Leads using GTM

Module 3:

Analytics & Tracking Tools

- Installing all Analytics tools & CRO tools for Tracking

Module 4:

Search Ads Mastery

- Understanding Keyword Match Types (New Era)
- Keyword Research & Ad Group Theming
- Keyword Prioritization by Google
- Negative Keywords Strategies
- URL Parameters & Dynamic URL Parameters (Advanced)
- Remarketing Audiences based on Website Visitors
- Using Audiences in Search Ads (Targeting & Observation)
- Remarketing Audience in Search Ads – RLSA
- Avoiding Fake Clicks
- All Bidding Strategies for Search Ads (Advanced)
- Portfolio Bidding Strategies
- Using DSA in Search Ads
- Search Experiments
- Search Term Reports like Experts
- Budget Pacing Concept
- Hidden Secret Competitive Metrics
- Scaling Methods in Search Ads
- Campaign Optimization
- Ad Copy: Art & Science of Persuasion
- Google Ads Text Customizers

Module 5:

Display Campaigns

- Where to Use Display Ads
- Bidding Strategies for Display Ads
- Audience Targeting: Narrowing & Widening
- Other Types of Audiences Explained
- Display Campaign Creatives Mastery
- HTML5 Creatives for Google Display Ads
- Display Campaign Optimization

Module 6:

Attribution & Seasonality

- Google's Attribution Masterclass
- Conversion vs Conversions by Time
- Masterclass on Seasonality Adjustments

Module 7:

Call Only Campaigns

- Call Only Conversion Setup / Google Forwarding No.
- Call Tracking on Website using GTM
- Role of Call Tracking & Analytics in Call Ads Ecosystem
- Basic & Advanced Metrics for Call Ads
- Advanced Call Ads Structure & Creation

Module 8:

Search Ads Mastery

- Google Shopping Ads Ecosystem Overview
- Purchase Conversion Setup on WooCommerce
- Ecommerce Events via GA4 & GTM
- Dynamic Remarketing Code Setup for WooCommerce
- Google Merchant Center Setup & Primary Feed
- Primary vs Supplemental Feed & Optimization
- Product Feed Optimization Mastery
- Advanced Promotions / Sales Tag & Price Drop Tag
- Introduction to Performance Max Campaigns
- Audience Signals in PMax Campaigns
- Killer PMax Campaign Structure for Feed-Only Campaigns
- New Customer Acquisition Goal in PMax
- Standard Shopping Campaign Setup
- Google Ads for Shopify Stores Setup
- Enhanced Purchase Conversion via GTM
- Dynamic Remarketing on Shopify using GTM

- Automated Google Ads / GA4 / Conversions Setup via Paid Apps
- DSA in Ecommerce
- Dynamic Remarketing Display Ads Setup & Strategy
- Advanced Performance Max Script Insights

Module 9:

App Install Campaigns & Optimization

- App Advertising Ecosystem & Tools
- App Install Conversion Setup (Google Play + GA4)
- App Install Campaign Structure
- Events in GA4 & Firebase for App Campaigns

Module 10:

Demand Gen Campaigns

- Introduction & Best Practices of Demand Gen Campaigns

Module 11:

YouTube Ads Mastery

- Creating YouTube-based Audiences
- Competitor YouTube Ads Tools
- Infeed Video Ads & Skippable Ads Usage
- Skippable Ads for Keyword Targeting
- Skippable Ads for Placement Targeting
- Conversion-based YT Campaigns for TOF & Remarketing
- Introduction to YT Shorts Ads & Practical Creation
- Super Audience Campaigns & Offer-based Strategy
- Video Analytics & Reporting for Optimization

Module 12:

Google Ads Editor Mastery

- Introduction to Google Ads Editor
- Replacing & Appending Texts, Filters & Functions
- Custom Rules (Prebuilt) in Google Ads Editor

Module 13:

Reports & Scripts

- Inbuilt Reports in Google Ads
- Google Ads Scripts for Reporting
- Manager Account Script: No Impressions & Anomaly Detector

Module 14:

Templates & Media Buying

- Discovery Call Templates (D2C & Lead Gen)
- Exact Audit Templates (D2C & Lead Gen)
- Media Buying Template for Google Ads

Module 15:

Updates & Case Studies

- Updates latest AI updates of the Algorithm 2026
- Case Studies
- Final exam

BOOK 3:

Digital Marketing Strategy with AI & ChatGPT

- Golden Sessions with Mian Ahmad Basit
- AI Clone & Automation with Generative AI in Digital Marketing
- Development of AI Agents in Digital Marketing
- Mastery in Go HighLevel Marketing & AI Automation

BOOK 4:

Advanced Complete Programmatic Marketing

- DV360
- Conversion Rate Optimization
- Campaign Manager 360 & P2P Clouds CRM Mastery
- Data Management Platform
- AI Data Engineering for Marketers using POWER BI
- software App & crypto Marketing Mastery

LEVEL 2

Organic Digital Marketing & Advanced Platforms

BOOK 5:

ORGANIC DIGITAL MARKETING SEO BLOGGING CONTENT CREATION & MONETIZATION MASTERY COURSE

- **SEO Fundamentals & Niche Research (Advanced)**
- **Keyword Research & Strategy**
- **Site Structure, Architecture & Setup**
- **Content Creation Mastery**
- **Technical SEO & Website Design**
- **Backlinks, Outreach & Authority Building**
- **Local & eCommerce SEO**
- **Analytics, Tracking & Reporting**
- **SEO Automation & AI Integration**
- **SEO Client Acquisition & Freelancing**
- **Advanced Projects & Practical Implementation**
- **Bonus & Updates**

Module 1:

SEO Fundamentals & Niche Research (Advanced)

- Core SEO fundamentals for long-term ranking success
- Advanced niche research for profitable markets
- Audience demand analysis and competitive gap study
- Orientation Class
- Intro to SEO (Advanced Concepts)
- Evolution of SEO & Algorithm Updates
- Niche Research Part 1: Market Opportunity Analysis
- Niche Research Part 2: Keyword Demand vs Competition
- Niche Research Part 3: Niche Validation Techniques
- eCom + Local + Tool Sites Strategy

Module 2:

Keyword Research & Strategy

- Advanced Keyword Research & Intent Mapping
- Keyword Clustering & Prioritization
- Competitor Gap Analysis
- SERP Feature Analysis (Featured Snippets, People Also Ask, Video SEO)
- Keyword Research Part 1 -> Part 5 (Enhanced with Tools & AI)

Module 3:

Site Structure, Architecture & Setup

- Content Clustering & Topic Authority
- Advanced Website Architecture for SEO
- Topical Authority & Internal Linking Strategies
- Website Setup Part 1 -> Part 3 (Including CMS Optimization)
- Crawl Budget Optimization & Indexing Strategy

Module 4:

Content Creation Copywriting & AD copy Mastery

- Basics of Content Creation for SEO
- AI-Powered SEO Content Writing & Automation
- Handwritten High-Quality Content Techniques
- On-Page SEO: Basic Advanced
- Affiliate + eCom Content Strategies
- Advanced Content Optimization with SurferSEO & ChatGPT

Module 5:

Technical SEO & Website Design

- Website Design & SEO Best Practices
- Theme Customization & Mobile Optimization
- Advanced Website Indexing
- Schema & Structured Data Masterclass
- Search Console Errors & Fixing
- Site Speed, Core Web Vitals & Technical Audit

Module 6:

Backlinks, Outreach & Authority Building

- Advanced Backlink Strategies Part 1 & 2
- Lead Generation SEO for Service & eCom
- AdSense Approval & Amazon Account SEO
- Website Auditing & Link Profile Analysis
- Outreach, Guest Posting & Skyscraper Technique
- Toxic Link Removal & Monitoring

Module 7:

Local & eCommerce SEO

- Local SEO Strategies for Businesses
- Google Business Profile Optimization
- eCommerce SEO: WooCommerce & Shopify
- Product Page Optimization
- Dynamic Content & Schema for eCom

Module 8:

Analytics, Tracking & Reporting

- Google Analytics 4 Deep Dive for SEO
- Traffic Source Analysis & Conversion Tracking
- Revenue Tracking from Organic Traffic
- SEO Dashboard Creation & Client Reporting
- Tools: Ahrefs, SEMrush, Screaming Frog, SurferSEO

Module 9:

SEO Automation & AI Integration

- AI Tools for Keyword Research & Content
- ChatGPT for SEO Copywriting
- Automation with Zapier / n8n
- Scheduled Content & Reporting Automation
- AI Agents for SEO Monitoring

Module 10:

SEO Client Acquisition & Freelancing

- High-Ticket SEO Client Acquisition
- Proposal Writing, Pricing & Contracts
- Reporting & Retention Strategies
- Freelancing & Agency Growth Blueprint
- Case Studies & Real Client Projects

Module 11:

Advanced Projects & Practical Implementation

- Live Website SEO Audit & Optimization Project
- Full Campaign: Niche Selection -> Keyword
- Mapping -> Content -> Link Building -> Reporting
- eCommerce, Local & Service Site Case Studies
- Client-ready SEO Audit Templates & Action Plans

Module 12:

Bonus & Updates

- Algorithm Updates 2026 & Trends
- Advanced SEO Strategies for AI & ChatGPT
- Monetization via Organic Traffic
- Mastering International SEO & Multilingual Sites

BOOK 6:

YouTube SEO & AI Automation Mastery with Monetization

Module 1:

The Creator's Shift – Why 99% Fail and How You Won't

- The biggest myth about YouTube success (and why it's killing new channels)
- The 3 mindset upgrades you must install before you start
- Why "daily uploads" can be the worst advice, and how to replace them with smart consistency

Module 2:

Niche Domination – Find Your Profitable Topic in 10 Minutes

- **The Pocket Niche Method:** Topics you can own using only your phone
- Unlimited content ideas without tools or subscriptions
- **Validating demand:** How to confirm your niche will actually get views

Module 3:

How the YouTube Algorithm Actually Works in 2026

- The hidden signals YouTube uses to decide who wins
- Why keyword stuffing and hashtags no longer matter
- The "Viewer Journey" secret that explodes recommendations

Module 4:

Your Mobile Production Studio

- Recording high-impact videos with a basic phone (no fancy gear)
- **The 10-Second Hook Formula:** Grab attention before viewers swipe away
- Green Screen magic with free apps

Module 5:

Thumbnails That Make People Tap

- The 3-part thumbnail blueprint (proven to double clicks)
- How to create stunning thumbnails in 5 minutes with your phone
- **Real examples:** Before & after thumbnails that exploded views

Module 6:

The No-SEO Growth System

- Why old SEO strategies are outdated
- Smart optimization for educational content—without wasting time
- Competitor research with zero paid tools

Module 7:

Metrics That Matter and the Ones That Don't

- CTR, audience retention, and the truth about watch time
- The simple tweaks that can 3x your retention
- The hidden metric nobody talks about that drives recommendations

Module 8:

Shorts vs Long-Form Content/The Monetization Blueprint

- The difference between Shorts and Long Video channels in 2026
- How to grow a Shorts channel faster than you thought possible
- Monetization myths—and the fastest way to start earning

Module 9:

The Monetization Masterclass

- Recording high-impact videos with a basic phone (no fancy gear)
- **The 10-Second Hook Formula:** Grab attention before viewers swipe away
- Green Screen magic with free apps

Module 10:

The Growth Challenge

- The 3-part thumbnail blueprint (proven to double clicks)
- How to create stunning thumbnails in 5 minutes with your phone
- **Real examples:** Before & after thumbnails that exploded views

Module 11:

Faceless Domination – Create Content Without Showing Your Face

- The truth about faceless YouTube success in 2026
- How to create binge-worthy faceless videos
- Faceless Shorts: The fastest way to go viral without ever appearing on camera

Module 12:

Faceless Content Creation – A to Z Channel Setup

- Niche Hunting Finalization
- 30-Minute Long Faceless Video Creation in Just 20 Minutes Method
- **No Fluff:** Real Examples with Real Channel Results

BOOK 7:

4 Email Marketing Golden Sessions with Mian Ahmad Basit

- **Monetization & AI Algorithm Mastery**

BOOK 8:

Complete Etsy Mastery

Module 1:

Complete Etsy Seller Account Setup and Store Design

- Payoneer Account Setup Step by Step
- Seller Account Setup Step by Step
- Creating an Eye-Catching Etsy Shop Banner
- Creating Your Etsy Shop Logo
- Crafting Compelling Shop Announcements and Policies
- Organizing Your Product Listings for Easy Navigation

Module 2:

Setting Up a Print-on-Demand (POD) Business on Etsy

- Identify Profitable Niches Using Tools
- Eye-Catching Etsy Listing Mockup Creation
- Analyzing Product Competition
- Creating Account on POD Platforms
- Analyzing POD Platforms for Better Pricing
- Creating an Etsy SEO-Optimized POD Product Listing Step by Step
- Production Partner Creation
- Shipping Policy Creation

Module 3:

Setting Up a Digital Products Business on Etsy

- Identify Profitable Niches Using Tools & Analyzing Product Competition
- Complete Product Creation Using AI and Canva Step by Step
- Eye-Catching Etsy Listing Mockup Creation
- Creating an Etsy SEO-Optimized Digital Product Listing Step by Step
- Production Partner Creation

Module 4:

Promotion & Marketing Strategies

- Setting Up Sales Campaigns
- Creating Targeted Campaigns
- Creating Individual Sales and Coupons
- Running Ad Campaigns with Effective Ad Budget
- Complete Walkthrough of Etsy Dashboard

Module 5:

Private Label Mastery on Etsy (From Idea to Brand)

- Understanding Private Labeling on Etsy (Physical vs Digital)
- Finding Low-Competition Private Label Opportunities
- Branding Basics: Logo, Packaging, Inserts, and Brand Story
- Pricing Strategy for Private Label Products
- How to List Private Label Items Without Policy Violations
- Common Mistakes That Get Private Label Sellers Banned

Module 6:

Logistics Session by FedEx Team

- Etsy Shipping Basics: Profiles, Processing Times, Zones
- Best Courier Options from Pakistan (Local & International)
- Comparison of Pakistan Post, Private Couriers, and Freight Forwarders
- Cost Calculation for International Shipping

- Handling Tracking Numbers Correctly on Etsy
- Handling and Packing Challenges and Solutions
- Special Discounted FedEx Rates for Students

Module 7:

Gumroad for Etsy Sellers (Extra Income Stream)

- What Gumroad Is and How It Works
- Differences Between Etsy vs Gumroad (Fees, Control, Audience)
- What Type of Products Sell Best on Gumroad
- Guidance on Gumroad Account Setup from Pakistan
- Uploading and Delivering Digital Products
- Pricing Strategy for Gumroad Products
- Using Gumroad as a Backup Store
- Driving Traffic from Etsy, Social Media & Email
- Preventing Piracy and File Misuse

Module 8:

Live Product Development Contest (Student-Driven Learning)

- Live Product Idea Selection (Real Market Validation)
- Product Creation From Scratch (Digital or POD)
- Listing Creation: Title, Tags, Description, Images
- Pricing & Launch Strategy
- Winner Selection Based on Real Metrics

In this course, the **BONUS KIT** is included for **free**.

Kit worth is **\$439** , **2-month internship** , international interview preparation Kit.

1 month P2P Clouds CRM is **40\$** For practice of students LMS MOBILE APP system.

1 year Access support of personal community & Live updates.

This combo kit contains :

1. Media Planning templates (3)
2. Digital Marketing–Social Media Marketing strategy/case study template (2)
3. Creative briefing template
4. Client Briefing template
5. Digital Marketing project sheet template
6. **Pre-Launch Setup Checklist** – Ensure your account is ready for optimal performance.
7. **Search Campaign Optimization** – Audit keywords, ad groups, bids, and targeting for maximum efficiency.
8. **Performance Max Optimization** – Review assets, audience signals, and conversion goals for PMax campaigns.
9. **Shopping Optimization** – Evaluate product feed, campaign structure, and bidding strategies.
10. **Demand Gen Optimization** – Fine-tune targeting, creatives, and placement for lead generation and engagement campaigns.
11. **Priority Tracker** – Track critical tasks and account fixes in order of importance.
12. Notes, Books ppt are also including

Weekly 3 classes = 8 month course

International Certification Program

Digital Marketing Millionaire Blueprin 2026 – Paid, Organic & AI Mastery