



# LONE STAR ACADEMY

Data Science, Digital Marketing & Business Analytics Masters

## ADVANCED DIGITAL MARKETING COURSE CONTENTS

### 1. Advanced SEO (Search Engine Optimization)

- Technical SEO (Crawling, Indexing, Site Architecture)
  - Schema Markup & Rich Snippets
  - Voice Search Optimization
  - Core Web Vitals & Page Experience
  - Advanced Keyword Strategy & Competitor Analysis
  - Tools: Ahrefs, SEMrush, Screaming Frog, MOZ
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### 2. Advanced Google Ads (PPC Advertising)

- Advanced Campaign Types: Smart, Performance Max, App, and Local Ads
  - Ad Extensions & A/B Testing
  - Dynamic Search Ads (DSAs)
  - Conversion Tracking & Google Tag Manager
  - Remarketing Strategies
  - Budget Optimization Techniques
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### 3. Social Media Marketing – Advanced

- Strategy Development for Different Platforms
  - Custom & Lookalike Audiences
  - Advanced Facebook Business Manager & Meta Pixel
  - Instagram Reels, YouTube Shorts Ads
  - LinkedIn Ads for B2B Marketing
  - Social Listening & Crisis Management
  - Influencer Collaboration & Management
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### 4. Content Strategy & Advanced Blogging

- Storytelling for Brands
  - Topic Clustering & Content Pillars
  - Evergreen vs Trending Content
  - Guest Posting & Outreach Techniques
  - Tools: Surfer SEO, Grammarly, ChatGPT, Jasper
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## **5. Marketing Automation & CRM Integration**

- Introduction to CRM Tools (HubSpot, Zoho CRM)
  - Setting Up Automated Email Workflows
  - Lead Scoring & Nurturing
  - Sales Funnel Optimization
  - Tools: ActiveCampaign, Mailchimp, Zapier
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## **6. E-commerce & Dropshipping Marketing**

- Setting Up a Shopify or WooCommerce Store
  - Product Listing Optimization
  - Facebook Ads for E-commerce
  - Retargeting Abandoned Carts
  - Google Shopping Ads
  - Inventory Management Tools
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## **7. Conversion Rate Optimization (CRO)**

- Landing Page Design Principles
  - Heatmaps & Session Recordings (Hotjar, Crazy Egg)
  - A/B Testing & Multivariate Testing
  - Call-to-Action Optimization
  - Funnel Analysis
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## **8. Affiliate & Influencer Marketing – Advanced**

- High-Converting Affiliate Strategies
- Networks: CJ Affiliate, ShareASale, ClickBank
- Tracking & Commission Structures
- Influencer Onboarding and ROI Metrics

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## **9. Mobile Marketing**

- App Store Optimization (ASO)
- SMS & WhatsApp Marketing Strategies
- Push Notification Campaigns
- Geo-Targeting and Location-based Ads

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## **10. Video Marketing & YouTube SEO**

- Video Scripting & Editing Basics
- YouTube Channel Optimization
- Monetization & YouTube Studio Insights
- Using Shorts & Live Videos for Reach
- Video Ads through Google Ads

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## **11. Analytics & Data-Driven Marketing**

- Google Analytics 4 (GA4) Deep Dive
- Event Tracking & Goal Setup
- Data Studio Reports & Dashboards
- Attribution Models
- Customer Journey Mapping

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## **12. Online Reputation Management (Advanced)**

- Proactive ORM Strategy
- Handling Online PR Crises
- Review Generation Tools
- Brand Monitoring Tools (Brand24, Mention)

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## **13. Laws, Compliance & Digital Ethics**

- GDPR & Data Protection
- CAN-SPAM, CASL, and other global email laws
- Ethical Marketing Practices
- Ad Policy Compliance (Meta, Google, etc.)

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## **14. Capstone Project & Certification Preparation**

- Real Client Project / Internship
- Building a Digital Marketing Strategy
- Reporting & Client Presentation Skills
- Certification Guidance (Google, Meta, HubSpot)