



Digital Marketing

Pre - requisites

Basic Understanding of Computer is enough to learn this course





About

Digital Marketing

Digital Marketing

Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites, Mobile Apps to connect with their current and prospective customers.



The program is useful for....

- ▶ Businessmen
- ▶ Sales & Marketing professionals.
- ▶ Bloggers / Online money makers/ Freelancers
- ▶ Trainers / Teachers
- ▶ Employees
- ▶ Students
- ▶ etc.





DIGITAL MARKETING TRAINING

1. Program slides
2. Wordpress Tutorials
3. Facebook
4. SEO 24 Steps
5. Google my business registration
6. Google adwords
7. Google Analytics





INTRODUCTION TO DIGITAL MARKETING

- ▶ Graphic designing & video creation
- ▶ Lesson 1: canva.Com
- ▶ Lesson 2: remove bg to remove (background)
- ▶ Lesson 3: free stock images
- ▶ Setting up company name, email & logo

PART 2: FACEBOOK ACCOUNT VS FACEBOOK PAGE

- ▶ Facebook page creation
- ▶ First facebook post
- ▶ Facebook unpaid marketing
- ▶ Facebook competition & its advantages
- ▶ How to create and run a facebook
- ▶ Facebook competition winner selection
- ▶ Creating a new admin in a facebook page
- ▶ What are facebook ads? How to spy other ads?
- ▶ Facebook traffic ad creation
- ▶ Facebook lead generation ad creation
- ▶ Facebook boost post
- ▶ Facebook live chat support options

PART 3: YOUTUBE MARKETING

- ▶ Youtube success stories & youtube income methods
- ▶ Creating youtube channel
- ▶ Upload first video
- ▶ Add thumbnail
- ▶ How to download competition youtube ads using by click downloader

PART 4: GOOGLE MY BUSINESS

- ▶ Google my business registration
- ▶ Google reviews





PART 5: GOOGLE ADS

- ▶ What are google ads?
- ▶ Google ad account creation
- ▶ Keyword research
- ▶ Google search ad creation
- ▶ Google call only ads- call
- ▶ Part 6: camtasia studio – video editing & recording
- ▶ Camtasia studio – screen recording overview
- ▶ Editing using camtasia studio software
- ▶ Take output from camtasia

PART 7 : WEBSITE / BLOG CREATION WITHOUT PROGRAMMING (WORDPRESS)

- ▶ Introduction to website designing (domains, hosting & designing)
- ▶ Domain names & domain flipping (buying & selling)
- ▶ Create a website using godaddy's domain + hosting package
- ▶ Wordpress website development using i-excel theme
- ▶ Create a website using hostinger (domain + hosting package)
- ▶ Hostinger & wordpress customisation
- ▶ How to connect if domain and server are different company eg: godaddy – bluehost connection

PART 8: MAKE MONEY ONLINE

- ▶ Introduction to make money
- ▶ Affiliate marketing
- ▶ Bluhost.Com
- ▶ Bluehost.Com affiliate setup
- ▶ Setup amazone affiliate program
- ▶ Affiliate networks
- ▶ Youtube money making
- ▶ Freelance jobs
- ▶ Manage social media profile





PART 9: PAYMENT GATEWAYS

- ▶ Setting up instamojo payment

PART 10 : SEO(SEARCH ENGINE OPTIMIZATION)

- ▶ Introduction seo
- ▶ On page seo for wordpress using yoast plugin
- ▶ Offpage seo by backlinks

PART 11: WHATSAPP MARKETING

- ▶ Whatsapp me only group creation & its advantages
- ▶ Whatsapp web: connect whatsapp to computer

PART 12:SMS MARKETING

- ▶ Demonstration of sms marketing

PART 13: PRODUCT SELLING THROUGH AMAZONE & Flipkart

- ▶ Amazon selling and instamojo payment gateway
- ▶ How to contact amazone seller central customer support executive(phone call)

PART 14: INTEGRATED MARKETING STRATEGY

- ▶ Integrated marketing





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