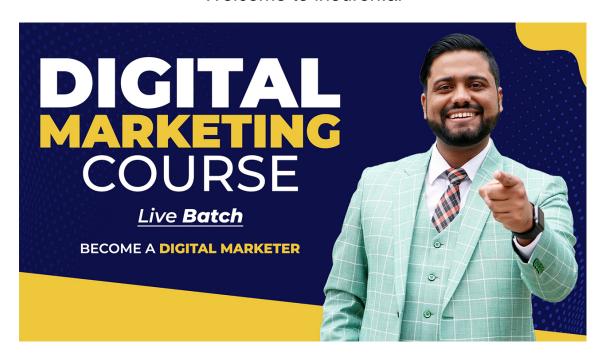Digital Marketing Bootcamp in Hindi Tech Neuron

Description:

Digital Marketing Course Will Help You in businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalised marketing. Digital marketing also comes with a number of challenges you should be aware of. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Start Date:

Doubt Clear Time:

Course Time:

Features:

Course material

Course resources

On demand recorded videos

Practical exercises

Quizzes

Assignments

Course completion certificate

What we learn:

Digital Marketing benefit over Traditional Marketing

Social Media Branding

Website Planning and Building

Social Media Marketing

Type of SEO

Facebook Ads Manager

Facebook Pixel Integration

Twitter Marketing

Instagram Marketing

Linkedin Marketing

Content Marketing

Important Websites & Tools for Youtube

Different Types of Channels

Youtube Short Videos

Email Marketing

Google Ads

Affiliate Marketing

Influencer marketing

Requirements:

System with Internet Connection

Interest to learn

Dedication

Instructor:

>Orientation Courses:

>>Overview of Course

>>Digital Marketing Definition

>>Digital Marketing and Traditional Marketing Relationship

>>Digital Marketing benefit over Traditional Marketing

>>4 P's of Marketers

>>Future perspective of Digital Marketing

>>Social Platforms for Digital Marketing

>Social Media Branding:

>>Bloggers Introduction

>>Installation and customisation of Bloggers theme and plugins

>>Domain Connection to Blogger

>>How to connect website with Google Analytics

>>How to submit website with Google Console

>>Learn to create meta tags, description and sitemap

>>Seo based content writing

>>How to avoid plagiarism

>>Monetization your writing

>>Learn Backlinks strategies

>>Content Marketing Tool

>>Selection of topics regarding Article Writing

>>Keyword Research and its KD

>>Examine Competitor Content

>>Assignment on Social Media Branding

>>Creating a Quiz and Test Module.

>Website Planning and Building:

>>Choose your Domain and its necessity.

>>Choosing the best and affordable hosting service.

>>How to install Wordpress and it's plugin

>>Important elements to set up in wordpress blogs.

>>Seo plugins to increase seo ranking.

>>Elementor Overview in Five Parts

>>Elementor Templates

>>Elementor Site Settings

>>WooCommerce and it's installation

>>Product Tab in WooCommerce

>>Tax Rates in WooCommerce

>>Shipping and Payment in WooCommerce

>>Linked and Group Products in WooCommerce

>>Technique to install best wordpress theme

>>News, Blogging, Professional Website in wordpress

>>Assignment on Website Planning and Building

>>Creating a Quiz and Test Module.

>>Search Engine Optimization

>>Learn Seo Fundamentals

>>History and Growth of Seo

>>Beginner to Advance Seo

>Type of SEO:

>>On Page Seo

>>What is on page seo, how to use it

>>Learn Seo in Blogger and Wordpress

>>How to add Meta Tag and it's description

>>Add Description in Blogger

>>Off Page Seo

>>Technical Seo

>>Local Seo

>>Keywords

>>Google Adwords

>>Assignment on SEO

>>Creating a Quiz and Test Module.

>Social Media Marketing:

>>Overview of Social Media Marketing

>>Understanding Social Media

>>Necessity of Social Media in Business

>>Creating your business brand using Social Marketing

>Facebook Marketing Overview:

>>What You'll Learn In This Course

>>Why Facebook Ads Are Important

>FB Page Setup:

>>How To Create & Optimize A Facebook Page

>>What Kind of Facebook Page Do You Want To Create

>>Top 5 SEO Tips For Your Facebook Page

>>What Makes Your Facebook Page Awesome

>>How To Create A Facebook Group For Your Business

>>How To Access The Facebook Ads Manager

>>Facebook Ads Manager vs Business Manager: What's the Difference?

>Facebook Ads Manager:

>>How to Build an Audience from Scratch!

>>How to Set Up an Advertising Account

>>Key Ad Policies (Facebook & Instagram

>Ads Structure And Types:

>>Facebook Ad Structure

>>Create Your First Ad - Choose a Campaign Objective

>>What Is Brand Awareness Ads

>>What Is Traffic Ads

>>What Is App installs Ads

>>What Is Lead Generation Ads

>>Creating A Video Ads

>>Creating A Photo Ads

>>Creating A Carousel Ads

>>Targeting by Location & Demographics

>>Targeting By Interests

>>Targeting By Behaviors & Connection

>>Ad Placements

>Billing & Payment:

>>Budgets

>>Place Ad Order

>>Running Our First Ad

>>Ad Reporting

>>How to View Your Billing Summary

>Facebook Pixel Integration:

>>How to Install the Facebook Pixel

>>How to track your facebook ads

>>Conclusion

>(Scaling & Optimizing Ads):

>>How To Optimize And Split Test FB Ads

>>How To Duplicate Ad Sets Correctly

>>How To Create a Lookalike Audience

>>What is Remarketing & How To Do It

>>Campaign Budget Optimization (CBO

>>What To Do If FB Ad Account Disabled

>>Advance FB Ad Hacks

>(Sales Funnel & Website):

>>What is a sales funnel & why do we need it

>>How to create a sales funnel (FREE & PAID METHOD

>>How to insert pixel code in your funnel

>>How to comply your funnel with FB policies

>(Ads Creation & Designing):

>>Which type of ad converts most?

>>How to create high converting ads

>>Don't Sell Like This (How To Use Storytelling For Selling

>>Create video ads with voice over only

>>The right strategy for remarketing ads

>Twitter Marketing:

>>Overview of Twitter Marketing

>>Creating a brand name over Twitter

>>Twitter Marketing Strategy

>>Twitter Tools to Manage Twitter

>>Achieve Your Business Goals with Twitter

>>How to manage twitter story

>>Assignment on Twitter Marketing

>>Creating a Quiz and Test Module

>Instagram Marketing:

>>How to find niche for Instagram Account

>>How to make money through Instagram

>>How To Get 1000 Followers In 50 Days

>>Which Niche Has More Money

>>How to create Instagram Account

>>Types of Account on Instagram

>>How To Make Business Page Post Through Your Mobile

>>How To Make fashionable Product Page Post

>>How To Make Informational Page Post

>>How To Make Motivational Quotes Page Post

>>How to Create Instagram account

>>How To Make Business Page Post Through Your Mobile

>>How To Make fashionable Product Page Post

>>How To Make Informational Page Post

>>How To Make Motivational Quotes Page Post

>>Product Promotional Post for Instagram

>>Personal Branding Instagram Page

>>How to create & edit Instagram story

>>Perfect time to posting Video and Post

>>How to set up your Instagram profile Basic To Advance

>>How to create & edit Instagram story

>>How to convert your personal profile to business creator one

>>How to find Instagram

>>How to use Hashtag on Instagram Post

>>How to use Hashtag on Instagram Reels

>>How to use Hashtag on Instagram Story

>>How to create & edit Igtv videos

>>How to upload Igtv videos properly

>>How to create & edit Instagram reels

>>How to create & edit Instagram reels

>>How to upload Instagram reel properly

>>How to grow quote page on Instagram

>>How to increase Instagram story views hacks tricks

>>Instagram algorithm explained!

>>How to promote your post, story, reels (step by step guide

>>Instagram insights fully explain!

>>Top 3 applications for Instagram Post Editing

>>Don't do these mistakes on Instagram

>>Fast Instagram growth tricks

>>How to download Instagram reels_ 3 Method

>>Assignment on Instagram Marketing

>>Creating a Quiz and Test Module

>Linkedin Marketing:

>>Overview of Linkedin Marketing

>>Establishing Connection with Linkedin

>>How Linkedin help to Grow your Contacts over Linkedin

>>How to Create groups in Linkedin

>>How to Create Events in Linkedin

>>Assignment on Linkedin Marketing

>>Creating a Quiz and Test Module

>Content Marketing:

>>What is Content Writing and Making Effective Content for Website

>>Learn Seo Based Content Writing

>>Content Research and Planning

>>How to use Content marketing tools

>>What is Plagiarism and how to avoid it

>>What is Keyword and Keyword Description

>>Using right keywords

>>What is Blog and how to monetise it

>>Assignment on Content Marketing

>>Creating a Quiz and Test Module

>Why YouTube As a platform &

How Youtube Works:

>>What is YouTube and how to earn through it

>>What is Amazon Affiliate Through Youtube

>>Youtube as a profession and business

>>Sponsorship through Youtube & another Multiple way of learning

>Channel Creation and Learn

Seo Identify your Target

Audience:

>>Creating Youtube Channel

>>How to Verify your Youtube Channel and apply custom Thumbnail

>>Decide Your Unique name of YouTube Channel

>>Making Professional Channel Art

>>How To Make Your Channel Brand New Logo

>>Complete Youtube Creators Studio

>>Youtube A to Z Complete Step by Step Settings

>>How To Upload Youtube Video With 100% SEO

>>Best Mic For Your Video & How To Use it

>>Best Camera for Video

>>How To Decide Your Profitable Niche

>Creating Your Videos Content:

>>How To Write an Effective Script for your videos

>>How do the best creators produce content consistently

>>well-researched and steadily consistent videos

>>Learn the secrets of high-quality channel

>Important Websites & Tools for

Youtube:

>>How to get Copyright free videos and IMAGES

>>Learning to use Google Fonts

>>Using Google Ads to promote Youtube Videos

>>Complete tutorial of Social Blade, Tubebuddy tutorial, VidIQ tutorial

>>Creative Common Licence

>Useful Apps for Youtubers:

>>Best Video Editing App

>>Best Audio Editing App

>>Best Screen Recorder App

>>Youtube Video Analytics

>>Best Tag Finder For Youtube Video

>>Lower Third For Youtube Video

>>How To Make Professional Thumbnail for Your Youtube Video

>>How To Make Professional Intro or Outro For YOUTUBE Video

>>Tubebuddy For Tags

>Free Youtube Video, Audio etc.:

>>Download Audacity software ,install and use it

>>Type of Mic

>>YouTube Equipment Setup

>>How to set Chroma Properly

>50 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Elementary class,

>51 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Middle class

>52 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>High School

>53 Niche for Youtube Channel

One To One Session With Youtube Growth Expert:

>>Professional Skills-

>54 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Cooking,

>55 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Yoga

>56 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Sales

>57 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Marketing

>58 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Startups

>59 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Digital Marketing,

>60 Niche for Youtube Channel One To One Session With Youtube Growth Expert:

>>Affiliate Marketing, etc

>Fitness- Fitness Channels:

>>Product Fit Without Gym

>Comedy Channels:

>>Vines

>>Group

>Unboxing Videos:

\>>Unboxing Videos

\>Bollywood Gossip Video:

\>>Bollywood Gossip Video

\>Sports Video:

\>>Sports Video

\>Fashion:

\>>Mens

\>>Womens

\>Different Types of Channels:

\>>Music and music tutorial channel

\>>Food Challenges

\>>Vlogs channel

\>>Timelapse channel

\>>Copy Paste channel

\>>Interviews channel

\>>Property channel

\>>Facts Video- Day to Day

\>>Life Hacks

\>>Beauty product video

\>>Product Comparison

>>Video Editing channel

>>Graphic Designing channel

>>Film Your Podcast

>>Give Business Advice

>>Hair Tutorial channel

>>Clothes Tips channel

>>Health Fruits channel

>>New Channel-Shot Film

>>Food Vlogging channel

>>Startup news-biopic

>>Case Studies

>>Charts/Graphs

>>Ebooks Reader

>>Cartoons/Illustrations

>>Book Summaries

>>Tool Reviews

>>Online earning application review channel

>>Share market

>>Personal finance

>>Infographics

>>Mind Maps

>>Online Game

>>Podcasts

>>Quotes

>>Quizzes

>>Cricket News Channel

>>Cricket Prediction

>>Baby Care Channel

>Youtube Short Videos:

>>Understand Youtube Shorts Algorithm

>>Youtube Shorts Video Uploading

>>How To Shoot & Edit Youtube Shorts Videos

>>How To Upload Youtube Shorts Video

>>Youtube Shorts Video Complete 100% Seo

>Get 1000 subscribers in 90 days and many more tips:

>>How to get 1000 subscribers and 4000 hours watch time in 2022

>>Rank as no. 1 Youtuber- Youtube seo step by step tutorial

>>Making videos trending in less views

>>Becoming digital business growth consultant

>>Engaging people in youtube channels

>>How to Increase watch time

>>Starting from 0 subscribers

>>Why youtubers fail to accomplish

>Pre Production Work Editing From Mobile Apps Power

Director:

>>Power Director Tutorial

>>Power Director Tutorial part 1

>>Power Director Tutorial part 2

>Kinemaster Expert:

>>Basic of Kinemaster Expert

>>Important Setting of Kinemaster Expert

>>Learning Text Tool in Kinemaster Expert

>>Use transition Tool in Kinemaster Expert

>>Learning to use Pan and Zoom in Kinemaster Expert

>>Remove Green Screen in Kinemaster Expert

>>Learning to Save Video in High Quality

>>How to add Subscribers button in Channel

>>How to use colour filters and adjustment tools

>>How to make 3D Mockup book

>>Kinemaster Latest update explained 720p

>>Editing Transitional type video 1080 p

>>Tutorial of Biography Channel

>>Kinemaster Latest update 5

>>Learning to animated videos like GIGL and Seeken

>>Learning to make pdf and slideshow in mobile

>>Recording and editing educational videos

>>Learning to import and export Kinemaster Video

>>Learning to edit Chroma Video in mobile phone

>>Audio Settings in Kinemaster

>>Learn to change video speed in Kinemaster

>>How to do Voiceover in Kinemaster

>>Learn to make scrolling text

>>How to use Keyframe Animation Tool and Handwriting Tool in Kinemaster

>>How to use Sticker Tool in Kinemaster

>Editing   Through   Laptop

Filmora Tutorial Overview:

>>Begin your Video Editing Journey with Filmora

>>How to download and install Filmora X

>>Selection of Aspect Ratio

>>Overview of Filmora X Interface

>>Add and Adjust Background Music

>>Speed up and Slow down Video

>>Adding multiple video at single screen

>Functions of Filmora X:

>>How to add text and filters

>>How add filters

>>Adding Transitions between videos

>>Adding own logo

>>How to crop video

>>How to use pan and zoom tool

>>Removing green screen

>>How to use Keyframing

>Advance Lust pack and colour grading:

>>How to use colour matching

>>Learn to colour grade Video

>Advance Tutorials:

>>How to add scrolling text

>>Learn to blur face in video

>Learning to screen record in Filmora X:

>>Learning to screen record in Filmora X

>FilmoraGo App Tutorials:

>>3 FilmoraGo App Tutorials

>Whiteboard Animation Video Tutorial:

>>How to make Animated Video on Android

\>\>Make Animation Video through Mobile Phone

\>\>Learn to script for Animation video

\>\>Learn to script for Animation video

\>\>How to make Animation Video Full Tutorial

\>\>How to make Animation Video Full Tutorial

\>\>How to make cartoon tutorial

>Make Thumbnail Like Successful Youtubers:

\>\>How To Make Professional Thumbnail

\>\>How To Make Attractive & Eye Catchy Thumbnail

>Canva Complete Tutorial:

\>\>How To make Clickbait Thumbnails

>Youtube Advance Class Session { Live Sessions } With Famous Youtuber:

\>\>How To Complete 1000 Subscribers & 4000 Hour Watch Time In 90 Days

\>\>How To Apply For Monetization Step By Step Process

\>\>Google Adsense Complete Process Setup & Detailed Class

\>\>How To Grow 10x Your Youtube Channel

\>\>Always Rank On Top Your Video

\>\>How To Compete With Your Competitor

>What is Quora Marketing?:

>>Quora Marketing Guide

>How to Use Canva:

>>Using Canva like a Pro

>Email Marketing:

>>Learn what is email marketing

>>Making Strategy for Email marketing

>>Email Marketing tools and analyze it

>>How to setting Email Marketing effectively

>>Learn to set up e-books in less than 15 minutes

>>Assignment on Email Marketing

>>Creating a Quiz and Test Module

>DROPSHIPPING:

>>Dropshipping Introduction

>>Shopify Store setup video

>>Product Research Product

>>Shopify product add with oberlo

>>Shopify Theme and Setting Final

>>Final Shopify Strategy

>>Shopify Marketing Strategy

>>Final how to design product in page in Shopify

>>Assignment on Dropshipping

>>Creating a Quiz and Test Module

>Google Ads:

>>Introduction on Google Ads

>>Types of Google Ads

>>Display Ads

>>What is Google Ads?

>>Types of Audience

>>Google Ads Certification

>>Google Ads Strategy

>>Google Sequence

>>Google Shopping

>>Keyword Research

>>Location Targeting

>>Negative Keyword Research

>>How to increase Adsense CPC

>>Assignment on Google Ads

>>Creating a Quiz and Test Module

>Google Tag Manager:

>>Google Tag Manager

>>How to install Google Tag Manager

\>\>Assignment on Google Tag Manager

\>\>Quiz on Google Tag Manager

>Start Your Own Website:

\>\>How to become entrepreneur

>Become a Amazon Seller:

\>\>How to Create Amazon Seller Account

\>\>Product listing on amazon

\>\>Single product add in amazon

\>\>GST registration for amazon seller

\>\>How to get gtin exemption on amazon

\>\>Live Classes on Amazon Seller

>Affiliate Marketing:

\>\>Introduction

\>\>Welcome to the Course

\>\>Overview

\>\>What is Affiliate Marketing

>Best Affiliate Marketing Platforms:

\>\>Gearbest.com

\>\>CJ.com (Communication Junction

>>Affiliate Program Amazon.com

>>Jvzoo.com

>>Clickbank.com

>Affiliate Marketing with Clickbank:

>>Setup clickbank account

>>Choosing Product

>>5 Best selling niches on Clickbank

>>Assignment on Affiliate Marketing

>>Quiz on Affiliate Marketing

>Landing Page Building:

>>What is Landing page and why do we need it?

>>Tips for building a great landing page

>>Best tips for landing page building

>>Build a landing page using Mailchimp

>>Assignment on Landing Page Building

>>Quiz on Landing Page Building

>Getting unlimited Traffic on Landing Page:

>>Generating traffic using facebook

>>Generating traffic using youtube

>>Generating traffic using instagram

>>Generating traffic using quora

>>Generating traffic using linkedin

>>Live Session on Traffic Landing Page

>Influencer marketing:

>>Influencer marketing strategy

>>Content Marketing Strategy

>>How to find Influencers

>>How to manage to Engage your influencer

>>How to measure influencer marketing

>>Influencer Campaign

>>Assignment on Influencer Marketing

>>Creating a Quiz and Test Module

>Ebooks for Marketing:

>>Video Marketing Ebook

>>Amazon Marketing Ebook

>>Quora Marketing Ebook

>>Ebook on DM career Guide

>>Final Millionaire Mindset book

>Automation / Sales Funnel:

>>The real meaning of the sales funnel & why we need it

>>Why funnels are the key to your success

>>Identify Your Ideal Customer Avatars

>>Paid Funnel Builder Vs Free Builder

>>How To Set Up ClickFunnels Account

>>What Type Of Funnel Is Right For You

>>Build Your Funnel Overview

>>Set Up Your Tracking

>>How I've Structured My Offer

>>Landing Page Examples

>>Write Your Killer Landing Page

>>Create Your Killer Landing Page

>>Optimize for Mobile View

>>Create a Privacy Policy & Disclaimer

>>Sales Page Examples

>>Build Your Sales Page

>>Launch and Test Overview

>>Complete Your Launch Checklist

>>Measure Your Success

>How To Make Money Online:

>>What is Digital Marketing

>>Ways Of Earning Through Digital Marketing

>>What is Affiliate Marketing

>>Best Affiliate Product Category

>>How To Make Money Through Instagram

>>How To Make Money Through Youtube

>>How To Make Money Through Facebook

>>How To Make Money Through Blogging

>>How To Make Money Through Whatsapp

>>How to Make Money Through E-Commerce

>Youtuber Success Story:

>>Amit Bhadana

>>Carryminati

>>Bhuvaneshwar Bam

>>Carryminati

>>Saurav Joshi Vlogs

>>Cooking Shooking Hindi

>>Nisha Madhulika

>>Round To Hell

>>Ashish Chanchlani

>>Round To Hell

>>Sandeep Maheshwari

>>Dr. Vivek Bindra

>>Mahatmaji Technical

>>CA Rachna Nagar

>>Technical Guruji

>>Flying Beast

>>Tech Burner

>>Tracking Tech

>>Sejal Kumar

>>Shruti Arjun Anand

>>Kabita Singh

>>Prajakta kohli

>>Khan Sir

>>Total Gaming

>>Dynamo Gaming

>>Ranveer Allahbadia (BeerBiceps

>>Sanam Puri & Partners

>>Tanmay Bhatt

>>Puskar Raj Thakur

>>Satish Khuswah

>>Pranjal Kamra

>>Labour Law Adviser

>>UTKARSH CLASSES JODHPUR

>>Kumar Gaurav Sir

>>Hitesh Choudhary

>>Krish Naik

>>Sudhanshu Kumar

>>Code With Harry

>>Ankur Wariko

>>Teachnical Yogi

>>Manoj Dey

>>Aman Dhattarwal

>>Technical Gyan

>>Physics wallah

>>Jatt Prabhjot

>>Mr. Indian Hacker

>>Abhi & Niyu

>>Foodie We

>>Himesh Madaan

>>Mumbaiker Nikhil

>>Quiz and Test Module with Youtuber Success Story

>50 Digital Marketing Tools:

>>Mixpanel

>>Hotjar

>>HubSpot Forms

>>Proof

>>PersistIQ

>>Marketo

>>Google Analytics

>>Mailerlite

>>Zoho SalesIQ

>>MailChimp

>>Leadfeeder

>>ContactOut

>>Evernote

>>Pardot

>>Buffer

>>Mention

>>Feedly

>>REP

>>Pilai

>>Nimble

>>Hootsuite

>>Hubspot

>>Slack

>>Bitly

>>TailWind

>>Ahrefs

>>Unbounce

>>Screaming Frog

>>Keywords Everywhere

>>Keywords Everywhere

>>Trello

>>Builtwith

>>Yesware

>>Wordable

>>Builtwith

>>Hunter.io

>>Ontraport

>>Facebook Manager Ads

>>AnswerThePublic.com

>>Nightwatch

>>Mangools

>>SE Ranking

>>Screaming Frog

>>SEMRush

>>Moz Open Site Explorer

>>Moz Pro

>>Google Alerts

>>Google Trends

>>Google Forms

>>Quiz and Test Module of 50 Digital Marketing Tools