TechSOl
We Build Professionals

DIGITAL MARKETING

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Modules of Digital Marketing

Start Course

Fundamenials of Digital Marketing

Social Media Marketing

Search Engine Marketing

Search Engine Optimization

Analytics

Capstone Project

Projects

Master Certificate
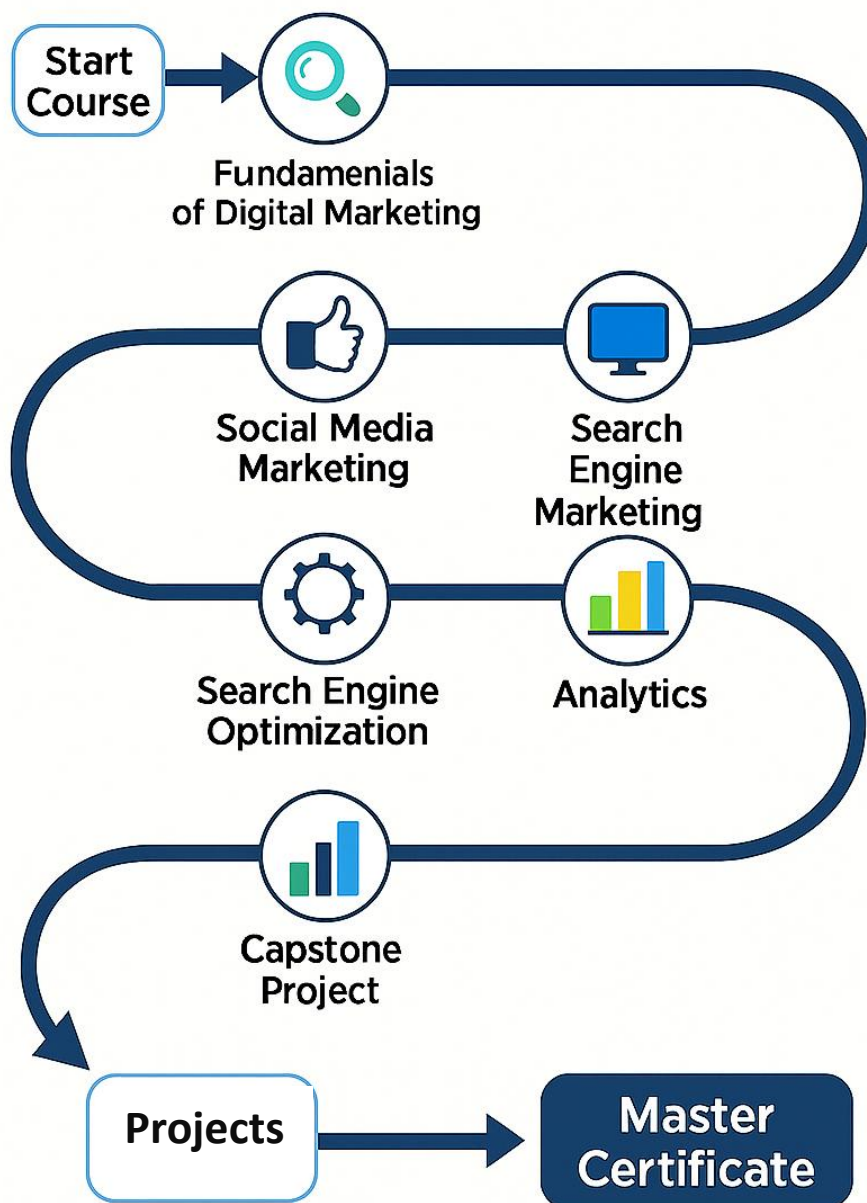
Introduction

↑ The Digital Landscape
↑ Elements & Platforms
↑ Brand Audit Digitally
↑ Target Audience

Marketing Funnels

↑ Tofu
↑ Mofu
↑ Bofu
↑ Setting Up Your First Funnel
↑ ClickFunnel vs Normal Funnel
↑ Funnel Automation

Designing Skills

↑ Design Thinking
↑ Types of Design Format for Different Platforms
↑ Design using Canva Pro
↑ Logo Making for Brands

Video Marketing

↑ Using Biteable
↑ Veedio

Blogging & Bloggers

↑ Relevancy of Blogging

Building a Website

- Building Site Architecture of your website
- Setup up your own website wordpress panel
- Installing Themes
- Uses of Plugins, Tools, and more

Mobile Optimization

- Website Optimization for Mobile
- Importance of Optimization

Search Engine Optimization (SEO)

- Why SEO?
- Google Algorithm and how to avoid penalties
- Black Hat Vs White Hat Vs Grey Hat SEO
- On-Page Optimization (Meta Tags, Headers Tags, Image Tags and More)
- Off-Page Optimization (Quora, Youtube, Blogs, and more)

Social Media Marketing

- Facebook
- Twitter
- LinkedIn
- Quora
- Twitter
- Pinterest
- Youtube

Strategy

- Who is your customer?
- Where is your customer ?
- What are your goals?
- When will you commumicate
- What differentiates You?
- How will you Execute

Organic

- Setting up a social media account
- Practices to follow on page
- Types of content on each platform
- Dos & Don'ts of posting
- Profile vs Page vs Groups
- Content Strategy - Videos/Reeis/Posts
- Using Buffer & Hootsuite to scheaule and publish

Inorganic

- Setting up a marketing plan for paid marketing
- Importance of Ads Ponel
- Set-Up up an Advertiseme tnt
- Choosing the right campaign objective
- Setting campaign budgets and bids
- Ads Placement and their importance
- Designing social media ads

Google Adwords

- Setting up a google analytics account
- keyword research
- set up your first google adwords campa ign
- Search Ads, Display Ads, Shopping Ads, Remarking
- Ads