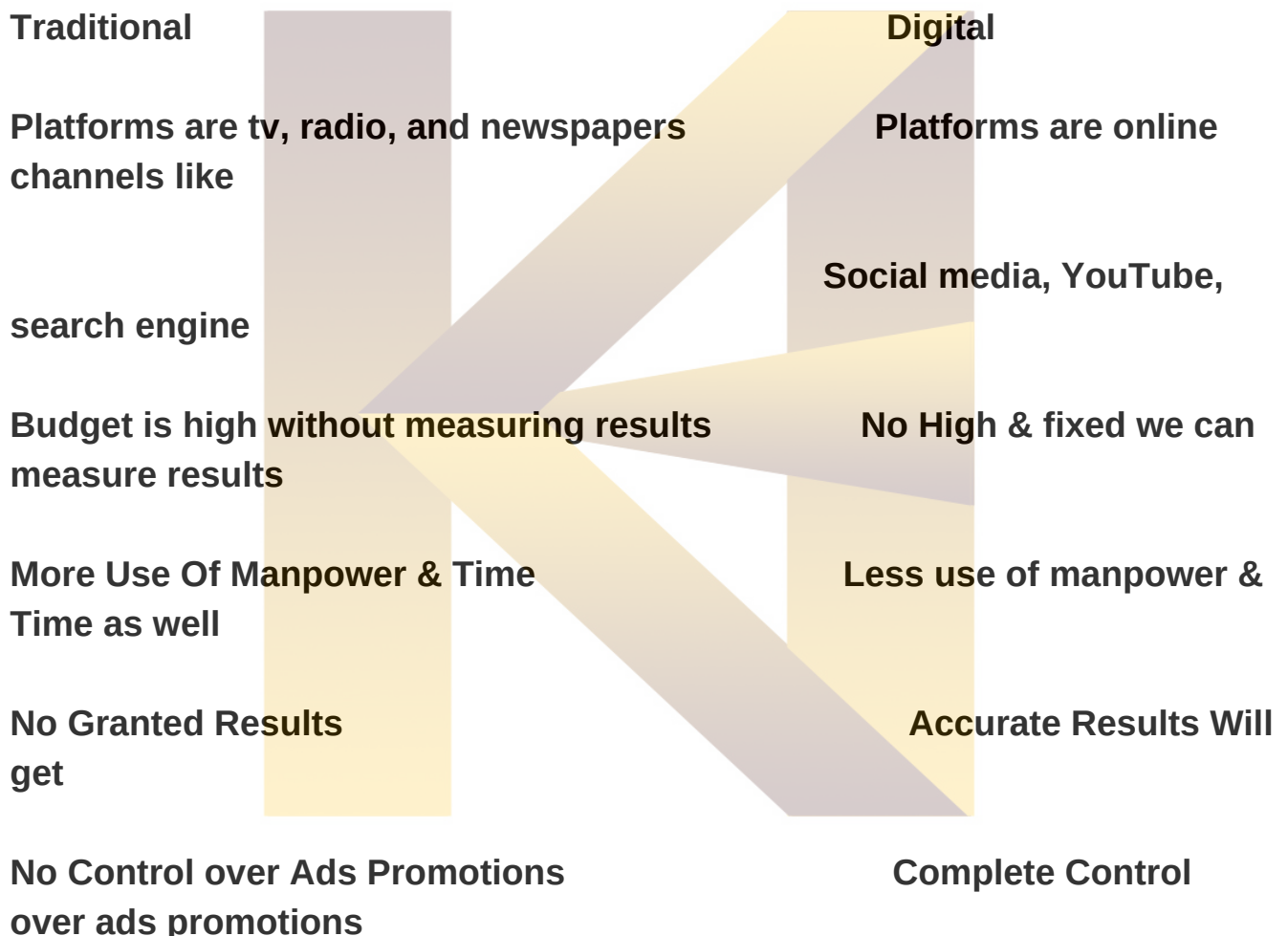


Digital Marketing Course

What Is Digital Marketing?

Digital Marketing is nothing but to reach your potential customers for any business products or services in a digital way or through online marketing.



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Modules In Digital Marketing

Social Media Marketing (Paid Ads)

Search Engine Marketing (Paid Ads)

Social Media Optimization

Search Engine Optimization

Youtube Management

App Store Optimization

Email Marketing

Strategy Planning

Lead Generation

Influencer Marketing

Out Of Home Marketing

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Social Media Marketing

Social Media Marketing helps to increase awareness of any business products or services by running multiple ad campaigns according to client requirements & and goals with an affordable budget



Facebook Marketing
Instagram Marketing
Linkedin Marketing
Twitter Marketing
Pinterest Marketing

Search Engine Marketing

Search engine marketing is a form of internet marketing that involves the promotion of websites.

By increasing their visibility in search engine result page (SERP) primarily through paid ads

Types Of Ads Modules

Search Ads
Discovery Ads
Display Ads
Video Ads
Shopping Ads
Smart Ads
App Ads

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Social Media Optimization

Social media optimization is a process that helps to grow startup businesses, small businesses for different products and services to build as a brand and increase customer reach for multiple businesses

Modules in Social Media

Facebook
Instagram
LinkedIn
Twitter
Pinterest
Snapchat

Search Engine Optimization

Search Engine Optimization is the process of improving a website's traffic and ranking of website in search engine result pages.

Types Of Seo

White Hat Seo,
Black Hat Seo,
Grey Hat Seo

In Seo two parts

On-Page Seo
Off Page Seo
Search Engine Submission
Google Analytics Setup
Google Search Console Setup

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Youtube Management

YouTube marketing is a strategy that involves **creating videos** and uploading them on YouTube to promote a **brand or a product** and gain exposure. It helps companies boost traffic, **increase their customer base**, and reach new audiences.

How to create youtube channel?

Uploading and managing videos

How to create effective content ?

Manage youtube video with proper title,tags and keywords

How to monetize youtube channel ?

How to choose colour & theme for Channel Brand & thumbnails

How to improve views and watch time ?

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App Store Optimization

ASO is generating and optimizing content, is the key to success in these stores. Such efforts improve app store positioning: the higher an application's score, the more visible and popular it is among consumers. Increased attention leads to improved conversion and more organic downloads; therefore, more substantial popularity is good.

It's vital to enhance the product itself and make it appealing to consumers before focusing on optimizing your application or picking good visuals. As a result, concentrate on product quality. Stability and appeal are the most critical aspects of quality.

Understanding User Behaviour

Optimization Of Keywords

Optimizing the app product page

Increasing the positive reviews and ratings

Organic Visibility Growth

Include Video Preview