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| **Section 1: Introduction** | |
| **Course Overview**  Take this course to:   1. Grow a Business Online From Scratch 2. Make Money as an Affiliate Marketer 3. Land a High-Paying Job in Digital Marketing 4. Work From Home as a Freelance Marketing | → Complete this course in sequence to benefit from it’s logical order  → However, each section is designed to be a ***“stand alone course”*** if you want to skip ahead. |
| **Digital Marketing Demystified**  Step1: Define a Target Audience    Step 2**:** Attract an Audience with Free Content or Ads  3 Types of Free Content: | Step 3: Make Sales  (email list/retargeting)  Step 4: Measure & Optimize  → Google Analytics tool  → Drive more sales! |
| **The Best 5 Digital Marketing Tools** |  |
| **Getting Started Checklist**   * Download Notes * Read FAQs * Access Digital Marketing Toolbox | |
| **Summary:** | |

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| **Section 2: Market Research** | |
| **Market Research Intro**  → Pain Points & Desires   1. Identify Pain Points 2. Identify Problems & Ideal Outcomes 3. See the Demand | **→ Three Simple (Strategic) Questions:** |
| **How to Find a Hungry to Buy Audience**  **Google Forms Survey**  \*simple, built-in analytics, unlimited  surveys & responses\* | → Short Answer  → Paragraph  → Multiple Choice |
| **How to Get Responses to Your Survey** | Message Subject Line:  → (show benefit) |
| **How to Analyze Survey Results**  Google Forms → Responses → Google Sheets  → Google Sheets (filters):  Filter Sheet Responses By \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  (Identifies problems that are not well solved) | → Identify Problems:  → Why Resolve:  *Find Needed Products/Services*  *&*  *Gather Powerful Sales Copy for Marketing* |
| **How to Get Valuable Feedback Without Sending a Survey**   1. Talk to People (use survey questions)   → Biggest Problem  → Benefit Good Solution  → Difficulty | 2. Facebook Group (search)  → Key Search Terms:  3. Review Sites & Marketplaces  → Examples: |
| **Summary:** | |

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| **Section 3: Set Up a Website** | |
| **Why Use WordPress vs. Wix, Weebly etc.?**   * Popular Website Builder * Open Source Software * Tons of Themes & Plug-Ins | **How to Get a Free Domain & 60% Off Bluehost**  → Web Hosting  → Domain Name  Should be:  Package Info: |
| ***How to Add Pages, Posts, Menus & Widgets***    *Change Site Look:*  Appearance → Themes  *Edit Posts:*  Posts → All Posts → Edit   * Change title, content, etc. * Adjust permalink (manually) | *Change Permalink Settings:*  Settings → Permalinks → Common Settings “Post Name” → (Save Changes)  *Create a New Page:*  Pages → Add New → Create Content → Publish  *Add a Menu:*  Appearance → Menu → Create Menu → Add Pages → Display Location → Save Menu |
| **How to Add a Premium WordPress Theme**  → MyThemeShop.com (excellent support) | How to Upload a MyThemeShop Theme: |
| **How to Improve Your WordPress Security with Plugins**  Dashboard → Updates (latest version of WordPress)  Plugins:  → Add New → Install → Activate  Limit the number of login attempts from a given IP range with the “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” plugin.  (adjust plugin functionality in settings) | **How to Activate Your Free SSL Certificate**  Bluehost → My Sites → Manage Site → Security → Free SSL Certificate (enable)  Why an SSL Certificate is Important**:** |
| **How to Set Up Addresses for Your Business**  Bluehost → Email (sidebar) → Add Email Account | Forward Emails:  Email → Forwarders → Add Forwarder |
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| **Section 4: Email Marketing** | |
| **Why Market Your Business with Email**  **Email Lists** → \* High Conversion Rate\*  Can be Used to: | **MailChimp Account Setup** *(analytics available)*  - Lists → “Create List” (send an email to the entire list)  - Verify Email  - Import Contacts  *Remind people how they signed up to your list,*  *with the phrase:* |
| **Add Opt-Ins & Pop-Ups to Your Website**  Mail Chimp → Select List → “Signup Forms” → Embedded Forms → Adjust Settings → Copy/Paste Code  **How to Add Code to WordPress Site**  Appearance → Widgets → Add Custom HTML to Sidebar → Copy/Paste Code | **Email Signup Form - Subscriber Pop-up**  → Copy & Paste the Code from MailChimp into Site  Appearance → Theme Options → \_\_\_\_\_\_\_\_ Code  MailChimp Support Guides Available |
| **Collect Emails Without a Website**  → Create Link  How to Set Up the Email Subscribe List: | **Create an Email Campaign with MailChimp**  “Create Campaign” → “Create an Email” →  Campaign Name → Begin  Tracking:  *\*Before You Send Out Any Emails:* |
| **Writing Email Subject Lines**  → Model successful subject lines  Tips & Examples (Good/Bad): | **Email Marketing Analytics**  → Find ways to improve! |
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| **Section 5: Copywriting** | |
| **The “AIDA” Formula** | → Copywriting Formula that Works for:   |  |  | | --- | --- | | - Sales Pages | - Video Scripts | | - Blog Posts | - Facebook Ads | | - Emails | - Google Ads |   - & More! |
| **The AIDA Formula** | **A** ← Attention  **I** ← Interest  **D** ← Desire  **A** ← Action |
| **11 Tips**   1. Start with **NUMBERS** 2. Use “How-To” 3. Flag **Common Mistakes** 4. Ask **Questions (?)** 5. Use Punctuation | 6. Be **Specific**  7. Use the **5Ws**  **- Who, What, When, Where, Why!**  8. Headline Length  9. Use **Images**  10. Model the Best  11. Practice |
| **Flip Features into Benefits**  \*Sell the Result\* | |  |  | | --- | --- | | **Feature** | **Benefit** | |  |  |   → “So What” Test |
| **5 Tips - Calls to Action (CTA)**   1. On Every Page 2. Start with Verbs 3. Create Urgency 4. Visibility 5. Lower Risk | CTA Verbs  Urgency Phrases |
| **Write Like Your Customer Talk**  → Use Pain Points & Desires | Find These in:   1. Surveys 2. Social Media 3. Reviews |
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| **Section 6: SEO Checklist** | |
| * 1. Research the Importance of SEO Traffic in Your Niche * 2. Measure 5 SEO Performance Metrics * 3. Optimize Your Homepage * 4. Verify Your Site * 5. Increase Website Speed * 6. Take the Google Friendly Test * 7. Do Keyword Research * 8. Brainstorm Keyword Ideas * 9. Narrow Down Your Keyword List * 10. Access Keyword Competition & Choose Target Keywords * 11. Write Title Tags Optimized for Search Engines * 12. Increase Click-Through Rate with Meta Descriptions * 13. Optimize Images for Google Search Image Results * 14. Optimize Heading Tags, Outgoing/Internal Links, Etc. * 15. Get Backlinks that Matter * 16. Contact Authoritative Sites for Links * 17. Create Quality Content that Naturally Gets Links * 18. Use Authority Sites to Reach the Top of the Search Results * 19. Use “The Poster Boy Formula” * 20. Build-Up Good Reviews for Local SEO * 21. Create/Optimize All Online Profiles for Local SEO * 22. Respond to Negative Reviews for Local SEO * 23. Get Long-Term Traffic | |

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| **Section 7: YouTube Marketing** | |
| **YouTube Marketing Strategy**  3 Types of Videos: | **Find Video Ideas with Competitor Analysis**  → Find competitors  → Sort by “most \_\_\_\_\_\_\_\_\_\_\_\_”  → Look for types of videos that you could make that  are proven \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . |
| **Find Video Ideas with Keyword Research**  → Competitiveness  *Determining Factors:* | **Find Video Ideas with Keyword Research**  → TOOLS  Google Keyword Planner:  Keywords Everywhere: |
| **YouTube Account Setup**  (Create business account with personal account) | **YouTube Account Optimization**  → “Customize Channel” |
| **YouTube Banner**  → “YouTube Channel Art” from \_\_\_\_\_\_\_\_\_\_\_\_ .com  → Hover downloadable \_\_\_\_\_\_\_\_\_ over banner to test dimensions! | **YouTube Channel Tags**  → No tags by default  Add Them Manually by:  separate keywords with \_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| **YouTube SEO**  TIPS:  Tag Generator: | **Enable Custom Thumbnails**  → Get more views & have a consistent brand  Enable Steps:  **YouTube Thumbnails (Canva)** |
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| **Section 7: YouTube Marketing** | |
| **YouTube Cards**  → (Added ***after*** video is created) | **YouTube Comments**  → “Pin” Important Comments  How to Block Links: |
| **Manage Multiple YouTube Accounts** | **YouTube Monetization**  → Must apply  → Minimum watch hours and minimum # of subscribers |
| **YouTube VidIQ**  Useful Information Displayed: | **Increase YouTube Subscribers by 400%**  \*prompt subscription\* |
| **YouTube Ads**  → Google AdWords  (Create an account or sign-in)  Settings to Potentially Adjust:  Narrow Your Targeting (optional): | **YouTube Analytics**  Top 10 Reports/Metrics: |
| **Summary:** | |

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| **Section 8: Facebook Marketing** | |
| **Why Market Your Business on Facebook**  5 Reasons: | **Facebook Page Setup**  (Business page is created inside personal profile)  Setup: |
| **Facebook Icon** | **Facebook Cover Image**  Ways to Use the Cover Image:  → Add in website link for “Learn More” button |
| **Facebook Page Description**  About Section: | **Facebook - What to Post?**  *→ Hide less valuable content from timeline*  Content Ideas: |
| **8 Tactics to Get Your First Page Likes** |  |
| **Secrets Way to Boost Page Likes** | **Facebook Competitions/Contests**  → Incentive to engage  Facebook Guidelines: |
| **Facebook Groups**  Find Groups:  How to Link Your Product/Service/Site: | **Facebook Live**  *(Replay available on timeline)* |
| **Manage Multiple Facebook Pages**  Add an Admin: | **Facebook Comments & Reviews**  *\*Respond to negative reviews\** |
| **Facebook Insights** | **Facebook Insights**  Key Reports: |
| **Summary:** | |

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| **Section 9: Twitter Marketing** | |
| **What You Will Learn?** | **Twitter Profile Setup**  Sign Up:  (Don’t forget to confirm your email) |
| **Twitter Accounts to Follow**  Find Top Influencers:  Things to Model: | **Twitter Profile Optimization**  Edit Profile: |
| **Twitter Features**  5 Ways to Communicate on Twitter:  *Twitter Help Center - For Questions* | **Twitter - What to Post?**  Content Ideas: |
| **Twitter Followers**  \*Target Engaging Followers\* | **Twitter Hashtags**  → Increase visibility of tweets |
| **Twitter Polls** (good for engagement!) | **Pinned Tweets** |
| **Twitter Customer Acquisition**  Find Customers by: | **Twitter @Mention Influencers**  → Results & Testimonials |
| **Twitter on Your Website**  Types of Buttons:  **(**traffic can follow without leaving site) | **Twitter Analytics**  Select Profile Image → Analytics |
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| **Section 10: Quora Marketing** | |
| **Why Market Your Business on Quora**  → Drive website traffic & generate \_\_\_\_\_\_\_\_\_\_.  \*one of the largest question and answer websites\* | **Quora Marketing Strategy** |
| **Quora Account Setup**  → Create Account  Select Interests → Topics You’re Knowledgeable of | **Quora Account Optimization**  → Edit Profile |
| **Build a List of Questions to Answer**  How to Find these Questions:  How to Determine Competitiveness: | **Format Your Answers for Maximum Clicks**  TIPS: |
| **Quora Promotion**  Share Link Through:  **Key TIP:** “Upvote this answer if you find it helpful.” | **Find Blog Post Ideas with Quora**  *\*Find valuable language!\** |
| **Quora Business Page Setup**  Advantages:  How to Create the Topic: | **Quora Analytics**  Quora Stats:  Google Analytics: |
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| **Section 11: Google AdWords / Ads** | |
| **Market Your Business with Google AdWords**  Three Key Benefits:  Google AdWords & Facebook Ads Comparison: | **How Google Ads Work**  → Self-Serve Auction System  Ad Rank:  Quality Score: |
| **Analyze Your PPC Competition**  SpyFu (Tool): | **Google Ads Account Setup** |
| **Select the Right Campaign Type**  Campaign Types: | **Determine Bids & Budgets**  → Manual CPC recommended to start  Bidding Types: |
| **Target Your Audience**  5 Ways to Target:  Location & Language Settings: | **Advanced Campaign Settings**  Settings to Adjust:  Extensions: |
| **Choose Profitable Keywords**  How to Find & Choose Keywords:  Match Types: | **Write Ads that Grab Attention:**  **\*Before an ad can go live:**  *→ Google must manually approve it & your billing information must be provided!* |
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| **Section 12: Google Analytics** | |
| **Introduction**  → measure/manage performance | **Google Analytics Overview** |
| **How to Set Up Google Analytics & Install the Tracking Code on Your Website**  3 Ways to Install Tracking Code: | **How Google Analytics Works**  After Tracking Code is Set Up:  Cookies: |
| **How to Add Backup Views**  *\*always maintain a “raw data view”\** | **How to Add Filters to Reporting Views**  → Set up filter to exclude your views |
| **How to Set Up Goals in Google Analytics**  → Measure how often users complete specific actions, called conversions | **How to Set Up Ecommerce Tracking in Google Analytics**  Step 1:  Step 2:  Last Step: |
| **Main Tools for Analysis** | **How to Analyze Real Time Reports**  Google Analytics → Reports → “Real-Time”  Reports: |
| **How to Analyze Audience Reports**  Enable Demographics:  Interests:  Geo: | **How to Analyze Acquisition Reports**  → Compare the performance of marketing channels |
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| **Section 12: Google Analytics** | |
| **How to Analyze Behavior Reports**  3 Key Reports: | **How to Analyze with Segments**  → Compare subset of data to the total data set |
| **How to Track Marketing Campaigns with Campaign Tagging**  → See the impact of email, tweet, or FB posts | **How to Use Benchmarking Reports to Grow a Business**  → Compare your website with competitor websites  *\*these reports must be enabled!\** |
| **How to Set Up Custom Dashboards for In-Depth Analysis**  Customization → Dashboards | **How to Set Up Event Tracking in Google Analytics** |
| **How to Set Up Custom Alerts for Traffic Spikes/Drops**  → Fix problem or capitalize on opportunity  How to Create an Alert:  Alert Conditions: | **How to Remove Spam Traffic from Google Analytics**  Acquisition → Referrals  How to Create a Filter to Get Rid of Spam: |
| **Use Machine Learning to Understand Your Data (Analytics Intelligence)**  Useful Capabilities: | **How to Manage Multiple Google Analytics Accounts**  Admin Section → User Management  *(Must be Google Analytics account admin to do this)* |
| **How to Link Google AdWords to Google Analytics**  → Track activity of website traffic from Google AdWords | *Don’t forget to review all the resources for*  *Section 12: Google Analytics!* |
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| **Section 13: Instagram Marketing** | |
| **Instagram Business Account Setup**  → Add up to 5 business accounts! | **Follow These Instagram Accounts**  → Click account drop down to find similar accounts |
| **Instagram Profile Image**  Edit Profile → Change Profile Photo  TIPS: | **Instagram Bio** |
| **Instagram Content Creation**  → Download the \_\_\_\_\_\_\_\_ app! | **Instagram Reposting**  → Download the \_\_\_\_\_\_\_\_\_ for Instagram app! |
| **Instagram Followers Hack**  Why You Shouldn’t Buy Followers:  How to Funnel Followers: | **Instagram Hashtags**  *→ \*It’s difficult to gain attention on popular hashtags\** |
| **Instagram Stories**  → Only seen for up to 24-hours  → You need 10K followers in order to be able to links in your story | **Instagram @Mention Influencers**  Content Influencers Will Want to Repost:  (one of the fastest ways to grow on Instagram) |
| **Instagram Spam** (reduce spam)  Turn Off Comments:  Story Settings:  Comments: | **Instagram Analytic**  → You need 100 followers before demographics are shown  Metrics:  (determine what content is being successful & repeat) |
| **Shopping on Instagram**  → Sell directly to customers!  Instagram \_\_\_\_\_\_\_ taking a cut of these transactions. | **Shopping on Instagram**  How this Works:  *Check out instructions on enabling feature in resources!* |
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| **Section 14: Pinterest Marketing** | |
| **Why Market Your Business on Pinterest**  Benefits to Marketing on Pinterest:  Pinterest Users:  Business Profiles: | **Pinterest Account Setup**  → Personal Pinterest account can be converted into a business profile  Benefits of Having a Business Profile: |
| **Pinterest Accounts to Follow**  How to Find Accounts to Model: | **Pinterest Account Optimization**  Profile Image:  Business Name/Username:  About You Section: |
| **Pinterest Account Verification**  Benefits for Claiming Your Website:  How to Verify Your Website (WordPress):  Pinterest Help Center (Instructions) | **Pinterest Boards**  Purposes of Boards:  How to Name Boards &  Content to Put into a Board:  How to Create a Board: |
| **Pinterest Followers**  → Follow 200 new people per day (max)  **Pinterest Chrome Extension (Free)** | **Pinterest Graphics**  → Increase traffic |
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| **Section 15: LinkedIn Marketing** | |
| **LinkedIn Account Setup & Optimization**  Image:  Headline:  Summary (section):  Custom URL: | **LinkedIn Connections Hack**  Second Degree Connections:  Target with Filters: |
| **LinkedIn InMail Hack**  Send Messages Without a Fee: | **LinkedIn Viral Posts**  → Create a viral post to grow connections |
| **LinkedIn Blog Traffic**  Content to Publish:  Strategy to Gain Traffic: | **LinkedIn Groups**  How to Create a Group:  Find People to Join Group: |
| **LinkedIn Company Page Setup**  Create the Page:  Other Features: | **LinkedIn Ad Credits ($50 Free)**  Can be Used to: |
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| **Section 16: Facebook Ads** | |
| **7 Keys to Facebook Advertising Success** | **Facebook Success Stories**  4 Case Studies: |
| **How to Set Up an Advertising Account**  Add an Admin to the Page: | **Boost Posts vs. Ads Create Tool vs. Power Editor**  Boost Tool (easiest & fastest):  Ads Create Tool:  Power Editor (more technical): |
| **Key Ad Policies (Facebook & Instagram)**  Ad Review Process:  Prohibited: | **Facebook Ad Structure**  The 3 Levels: |
| **Create Your First Ad - Choose a Campaign Objective**  Consideration:  Conversion: | **Targeting by Location & Demographics**  See Who Your Audience is:  → Facebook Insights  → Google Analytics |
| **Targeting by Interests**  *\*Adding interests increases potential reach!\** | **Targeting by Behaviors & Connection**  Behavior:  Connections: |
| **Ad Placements**  *FB feeds get a lot of click-throughs & engagement* | **Budgets**  *Recommends: leaving “Bid Amount” at “Automatic”* |
| **Ad Creative**  → Using an existing post will show all post engagement (social proof) | **Tips to Write a Winning Ad**  Find Language You Like: |
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| **Section 16: Facebook Ads** | |
| **Place Ad Order**  *Notification by email if changes need to be made* | **Key Advertising Terms** |
| **Ad Reporting**  → Select “Breakdown” to single out the results of individual factors (ex. gender, ad location, etc.) | **How to View Your Billing Summary**  *“Billing & Payment Methods”* |
| **Facebook Pixel**  How to Create a Pixel: | **Website Custom Audiences**  → Retargeting & Remarketing  Custom Audience Sources: |
| **Email List Custom Audience**  *\*FB custom audience isn’t automatically updated as subscribers are added\** | **Page Engagement Custom Audiences**  This Audience Can be Used to: |
| **Video Views Custom Audience**  (Don’t need a lot of engagement) | **Lookalike Audiences**  → SCALE in a targeted way! |
| **Page Likes with Custom Audiences**  → “Like this page to get ‘blank’ in your newsfeed”  How to: | **Video Ads**  3 Tips to Create Powerful Video Ads: |
| **Lead Ads**  Objective:  Case Study:  Set Up: | **Instagram Ads**  *Video campaigns for Instagram have a 60 sec max!* |
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| **Section 16: Facebook Ads** | |
| **Dynamic Ads for Ecommerce**  → Personalized FB adverts without manual work | **Collection Ads for Ecommerce**  → Pairs video or photo with four product images  Case Study: |
| **Canvas** (customizable advert format)  Objectives It’s Available for:  Case Study: | **Offer Claim Ads** (deals & discounts) |
| **Local Awareness Ads**  Call-to-Action Buttons:  Local Awareness Vs. Store Visits: | **Event Response Ads (**promote event)  Create Event:  After Event is Created: |
| **Power Editor** (alternative ads create tool)  *\*Additional Features & Manage in Bulk\**  How to Sort Through Data:  How to Edit Ads: | **Easy Split Testing with Power Editor**  → Quicker than ads create tool |
| **Bulk Manage with Power Editor**  Bulk Edit Multiple Campaigns: | **Business Manager**  Allows You to:  Create a Business Manager Account:  Add a New Page: |
| **Business Manager - Roles & Permissions**  Business Settings → People Tab → Add New People | **Custom Conversions & Standard Events**   |  |  | | --- | --- | |  |  | |
| **Facebook Marketing Partners (FMP's)**  → Marketing partners with additional technology features or services that are built on top of the FB platform.  Specialties: | **How to Start a Facebook Ads Business**  2 Online Marketplaces:  Suggestions/Tips: |
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| **Section 17: App Marketing** | |
| **App Store Market Research**  → Find the demand  → Find why people like/dislike apps | **43 Ways to Promote Your App**  Key Points: |
| **Facebook Ads: App Install & Engagement Ads**  2 Objectives of App Marketing:  Take-Aways from the Case Studies:  Setup Process: | **Google Ads: App Install & Engagement Ads**  Setup:  \*You only pay when someone installs your app (AdWords)\* |
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***(Section 18 - Access to Old Content)***

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| **Section 19: Conclusion** | |
| **12 Key Takeaways from This Course** | 7.  8.  9.  10.  11.  12. |
| **How to Get Your Certificate of Completion**  → Instructions | **Best Selling Courses for Just $9.99!**  Take any of these courses risk-free with a 30-day money back guarantee! |
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