

# Digital Marketing



## Course Details:

This course offers insight knowledge of the Digital world. The era of Digitization is here and it is changing our market. Get a better understanding of the market with Technol. We take you through all the tricks of the trade in marketing and all its related activities. We teach you how social media can be more than of a hobby and how you can make the most of it. Get to work with Ads and how to target the audience better. Get into the details of customer acquiring and how to approach them digitally.

We cover the following topics under **The Digital Marketing** module:

### 1. Welcome to Digital Market

- Concept of Digital Marketing
- Tools of Digital Marketing

- Market Scope

## **2. Design Graphics**

- Learn the Tools
- Photoshop
- Corel Draw
- Digital Content Creation

## **3. Market Research**

- Introduction to Market Research
- Setup a Research survey
- Getting responses and analyzing them
- Get valuable feedback

## **4. Website Setup**

- Why WordPress is the answer
- Domain Setup
- Adding content to website
- Additional tools

## **5. Email Marketing**

- Why Email Marketing
- Prepare a Mail List

- Mail list Tools
- Email Marketing Analytics

## **6. Copywriting**

- Introduction
- Importance
- What is Buyers persona
- AIDA
- Write Magnetic Lines

## **7. SEO**

- Introduction
- SEO Metrics
- SEO Optimizations
- Google Search Console
- Make the most of Keywords
- SEO Ranking

## **8. YouTube**

- Overview and Strategy
- Account Setup
- Banner, Tags and Keywords
- Monetization

- Subscribers, Comments and Analytics
- YouTube SEO and Analytics

## **9. Facebook**

- Why Facebook
- Page Setup
- Likes, Competitions and Groups
- Facebook Ads and promotions
- Analytics
- Multiple page management

## **10. Twitter Marketing**

- Profile Setup
- Hashtags, followers and Tweets
- Twitter Customer Acquisition
- Analytics

## **11. Quora Marketing**

- Why Quora
- Account Setup
- Strategy and Optimization
- Answering question and promotions
- Analytics

## **12. Google Ads**

- Understanding the Working
- Pay Per Click Model
- Account Setup
- Campaigns
- Audience Targeting
- AdSense, AdWords and Ad Mob
- Google Analytics and Tools

## **13. Instagram Marketing**

- Account Setup
- Bio, Profile and Content Creation
- Hashtags, Followers and Reposts
- Stories
- Analytics

## **14. Pinterest Marketing**

- Why Pinterest
- Account Setup
- Optimization
- Boards and Followers

## **15. LinkedIn Marketing**

- Account Setup and Optimization
- Traffic, Groups and Pages
- LinkedIn Ads

## **16. App Market**

- App Market
- Facebook Ads.
- Google Ads

## **27. Summarization of the Course**

**\*24x7 query solving support through WhatsApp groups\***

**\*Live DIY Included in the Course\***

**\*Internship Opportunity\***