

#1 DIGITAL MARKETING COURSE IN THE WORLD

ADVANCED DIGITAL MARKETING COURSE



- BECOME A DIGITAL ENTREPRENEUR
- LEARN TO EARN MILLIONS FROM INTERNET
- LEARN SEO, SMO, SMM & WEBSITE CREATION
- BECOME A  CERTIFIED DIGITAL MARKETER
- VIRAL VIDEO MARKETING &  EARNING SECRETS

—MAHATMAJI TECHNICAL—

ABOUT THE TRAINER

Amresh Bharati is a Leading Motivational Speaker, Author, Successful YouTuber, Thought Provoking Teacher, Digital Entrepreneur & Leading Business Consultant and an Unshakable Optimist working towards upliftment of India.



He is devoting his life towards Educating & Empowering Youth of our Country and leading a movement to inspire people to do the things that inspire them.

With a vision to change the way students and educational organisations think, acts and operate, Amresh is working to transform and create Digital World.

He focuses on the fact that the world needs more entrepreneurs who will create jobs.

SYLLABUS

DIGITAL MARKETING FOUNDATION

- ☞ What is **Digital Marketing**?
- ☞ Comparison of Traditional and Digital Marketing.
- ☞ Benefits of Digital Marketing
- ☞ Latest Digital Marketing Trends
- ☞ Digital Marketing Platforms

WEBSITE PLANNING AND BUILD - BLOGGING

- 👉 What is **WordPress**
- 👉 How WordPress Works
- 👉 How to choose Domain
- 👉 How to choose Hosting for your Website
- 👉 Setting up and installing WordPress
- 👉 Understanding the Dashboard
- 👉 Changing the Default Settings
- 👉 Creating Categories, Pages, and Posts
- 👉 Adding a Menu, Widgets to the Website
- 👉 Installing useful plugins for site features
- 👉 Introduction to Blogging
- 👉 How to create **SEO** friendly Website

OVERVIEW OF SOCIAL MEDIA MARKETING

- 👉 Understanding the **Social Media**
- 👉 Why Businesses require Social Media?
- 👉 How to use Social Marketing to create Business Brand?
- 👉 Defining and Implementing the Social Media Plan
- 👉 Different Social Media Options
- 👉 **SEO** Guidelines for Social Media Optimization

CREATING BLOGS FOR SOCIAL MEDIA BRANDING

- 👉 Understanding Blogs
- 👉 Setting up of Blogs on Different Platforms
- 👉 Blogspot, **Wordpress etc**
- 👉 Promotion of Blogs through Blog Commenting
- 👉 Inserting Images, Videos and Content in Your Blog
- 👉 Choosing Best themes for your blog
- 👉 Monitoring and Analyzing Your Blog Traffic through **Google Analytics**
- 👉 Link Wheel Creation
- 👉 Creating Audience of Tier 1, Tier 2 and Tier 3 with Influencing Blogs



Tagging in blogging



Creating Cloud Tags



How tagging helps in blogging

UTILIZING GROUPS & QUESTION ANSWERS COMMUNITIES

- 👉 **Forum Commenting & Profile Making**
- 👉 **Google & Yahoo Groups**
- 👉 **Yahoo Answers**
- 👉 **Other Question & Answer Communities**

FACEBOOK MARKETING

- 👉 Overview of **Facebook Marketing**
- 👉 Building a Business brand over Facebook
- 👉 **Facebook Advertising**
- 👉 Understanding and Creating Facebook Groups and Communities
- 👉 Getting Facebook Followers and Fans
- 👉 Interacting with Customers using Facebook
- 👉 Building Links Using Facebook

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

INSTAGRAM MARKETING

- ➡ Introduction to **Instagram Marketing**
- ➡ Creating & Setting up Instagram Account
- ➡ Crafting Bio, Username and other Information on Instagram Account
- ➡ Ultimate Content Creation Strategy
- ➡ Tips to get Maximum Engagement on Posts
- ➡ Getting into **Influncer Marketing** and **Instagram Ads**
- ➡ Measuring your Success through Instagram Analytics

LINKEDIN MARKETING

- 👉 Overview of **Linkedin Marketing**
- 👉 Establishing Connection with Linkedin
- 👉 How to Grow Your Contacts over Linkedin
- 👉 Creating groups in Linkedin
- 👉 Creating Events in Linkedin

YOUTUBE MARKETING



Importance of YouTube Marketing



How YouTube Works?

- YouTube/ Video Manager
- YouTube Channel Details
- YouTube Community / Tab
- YouTube/live Streaming
- YouTube features- Tube Buddy, Vidiq, Socialblade
- How to Create Thumbnail - Canva, Photoshop
- Youtube Shortcut Tips
- Where To Find FREE Music For Your Videos
- Where To Find FREE Images For Your Videos Working With Footage

- How to type Hindi
- Hindi Font



Types of YouTube Channel Case Study Total 100 Channel

- Comedy | Vines | Group Comedy
- Marketing Vlog | Travel Vlog | Motor Vlog | Personal Vlog
- Education | Student Motivational Channel | Educational News
- Kids Channel | Kids Tutorial | Ayurveda | Facts & Science | Odd facts
- Business | Self help
- Gaming channel | Food and Kitchen Vlog | Health and Fitness
- Short film | News channel | Non Profits | Pets and Animal
- Sports | Technical Channel | Mobile Review | App Review | Technology Review
- Artist | Dance Channel | Music Channel | Gym | Beauty Channel



How to Create Content for YouTube

- How to Write Script for YouTube Videos?
- How To Get Idea For Video Script
- How to Writing Video Script
- Types of Audio Recording Software Complete Tutorial - Free Software
- Complete Tutorial about Whiteboard Animation
- Video Recording with Camera/Mobile
- Tripod, Monopod, Gimbal
- Setting up Perfect Lighting for Videos
- How To Choose Best Mic [Demo, with Physical Existence]
- Green Screen- Complete detail, with Practical example
- Which Computer, Laptop best for you Tubers
- Editing and Recoding
- How to Setup Low Budget Studio

- Screen Recording – Software, Tutorial



Utilizing the Video Embedding Features



Using YouTube as a Social Media Marketing Tool



How to Make Your Videos Viral?



Analyzing Your YouTube Insights



VIDEO MARKETING

- 👉 How to Create a YouTube Channel
- 👉 How to create Channel Art - Ganga.com, Unsplas.com -Free Pic, Pixabay
- 👉 How to upload video properly?
- 👉 Customize your channel layout [Good description because at starting people get know about your channel]
- 👉 How to Upload Video_Title_Description_Thumbnail_Tags [metadata]
- 👉 How to Create AdSense Account
- 👉 How to link YouTube Channel to AdSense
- 👉 How to verify your AdSense Account
- 👉 Details about Socialblade and Youtubers income
- 👉 **Tiktok** | Introduction |Creating Content | Tips & Tricks

HOW TO BECOME SUCCESSFUL YOUTUBER

- 👉 How to Start from **0 Subscribers and 0 Views**
- 👉 Low Budget Recording Equipment – Microphone, Tripod, Camera, Mobile, Studio Lighting
- 👉 How to get **1000 Subscriber and 4000hr watch time in 10 days**
- 👉 50 type of channel cases study
- 👉 How to start a business with YouTube channel?
- 👉 Types of YouTube Channel
- 👉 How to write script for Videos?
- 👉 How to Increase views
- 👉 Youtube SEO, with Perfect Titles, Tagging, Descriptions & other Secrets
- 👉 How to get a video into top 5 Search on YouTube?

- 👉 **Google AdWords - Introduction**
- 👉 **Google Analytics - Introduction**
- 👉 **YouTuber Success Story**
- 👉 **How to Increase watch time?**
- 👉 **Types of Monetization Option**
- 👉 **Types of Giveaway to Attract Subscribers**
- 👉 **How and where to promote YouTube video free**
- 👉 **How to Achieve **1 Million Subscribers** on Youtube Very Fast**
- 👉 **How to Increase high revenue in less views**
- 👉 **Youtubers Channel Income with Proof**

SOCIAL MEDIA TOOLS

- 👉 **URL Shortening Tools**
- 👉 **Buffer and Hootsuite Social Media tools**
- 👉 **Image Sharing tools i.e. Google Picasa, Flickr, Photobucket etc.**
- 👉 **Tools to Increase followers and Fans**
- 👉 **Addmefast , Like4like , Likeasap etc**

SOCIAL MEDIA RECRUITMENT

How to Recruit People Online from Social Media Platforms including:

👉 Facebook

👉 Youtube

👉 Instagram

👉 Youtube

👉 Snapchat

👉 LinkedIn

👉 Twitter

SEARCH ENGINE OPTIMIZATION

- 👉 **What is SEO?**
- 👉 **Introduction to SERP**
- 👉 **What are search Engines?**
- 👉 **How search Engines work Major functions of a search engine. What are keywords?**
- 👉 **Different types of keywords**
- 👉 **Google keyword planner tool**
- 👉 **Keywords Research Process**
- 👉 **Google keyword planner tool**
- 👉 **Keywords Research Process**
- 👉 **Understanding keywords mix**
- 👉 **Long Tail Keywords**
- 👉 **Google Search Console**

- 👉 **What is OFF-Page Optimization?**
- 👉 **What are Backlinks?**
- 👉 **Why Backlinks are Important?**
- 👉 **What are Backlinks?**
- 👉 **How to Get Backlinks?**
- 👉 **What is Google Page Rank? How to Increase Page Rank?**
- 👉 **What is Search Engine's Algorithms?**
- 👉 **Monitoring SEO Process**

EMAIL MARKETING

- 👉 What is **Email Marketing**?
- 👉 How Email works?
- 👉 Types of Email Marketing- Opt-in & Bulk Emailing
- 👉 What is Opt-in Email Marketing?
- 👉 Setting up Email Marketing Account
- 👉 Best Platforms to do opt-in Email Marketing
- 👉 Setting up lists & Web form
- 👉 Best Platforms to do opt-in Email Marketing
- 👉 Setting up lists & Web form
- 👉 Creating a Broadcast Email
- 👉 What are Auto Responders?
- 👉 Setting up Auto Responders



How to do **Bulk Emailing?**



Best Practices to Send Bulk Emails



Top Email Marketing Software's & a Glimpse of how to use them



Improving **ROI with A/B testing**



GOOGLE ADWORDS & ONLINE DISPLAY MARKETING

- 👉 **Google AdWords Overview**
- 👉 Understanding inorganic search results
- 👉 Introduction to Google Adwords & **PPC** Advertising
- 👉 Setting up **Google Adwords Account**
- 👉 Understanding Adwords Account Structure
- 👉 Campaigns, Ad, Groups Ads, Keywords, etc
- 👉 Difference between search & Display Campaign
- 👉 Understanding Adwords Algorithm
- 👉 What is **CTR?**
- 👉 Understanding **Bids**
- 👉 Creating Search Campaigns
- 👉 Types of Search Campaigns

- 👉 **Creating our 1st Search Campaign**
- 👉 **Tracking Performance/Conversion**
- 👉 **Creating Ads**
- 👉 **Creating 1st Display Campaign**
- 👉 **How to Increase the Performance of your Ads**

E-COMMERCE : AMAZON, FLIPKART, PAYTM MALL

- 👉 **What is E-Commerce**
- 👉 **Planning your E-commerce Business**
- 👉 **Choosing an E-Commerce Platform**
- 👉 **How to Create Amazon Store, Flipkart Store, Paytm Mall**
- 👉 **How to Promote Your Business**
- 👉 **Strategies to Increase Sales**
- 👉 **E-Commerce SEO**
- 👉 **E-Commerce Analytics and Maintenance**
- 👉 **Case Study- How i Setted up Own E- Commerce Company (Singhasan Ayurveda)**

AFFILIATE MARKETING & GOOGLE ADSENSE

- ➡ What Is **Affiliate Marketing**?
- ➡ How Does Affiliate Marketing Work?
- ➡ Common Types of Affiliate Marketing Channels
- ➡ **3 A's** of Affiliate Marketing
- ➡ Tips to Help You Become A Successful Affiliate Marketer
- ➡ What is **Google Adsense**
- ➡ How Google Adsense works
- ➡ Different AD Options
- ➡ How to Measure Performance

CASE STUDIES



To better understand the real life application of Digital Marketing



Case Studies of Successful Bloggers, Youtubers & Website Owners

GETTING GOOGLE & HUBSPOT CERTIFICATIONS

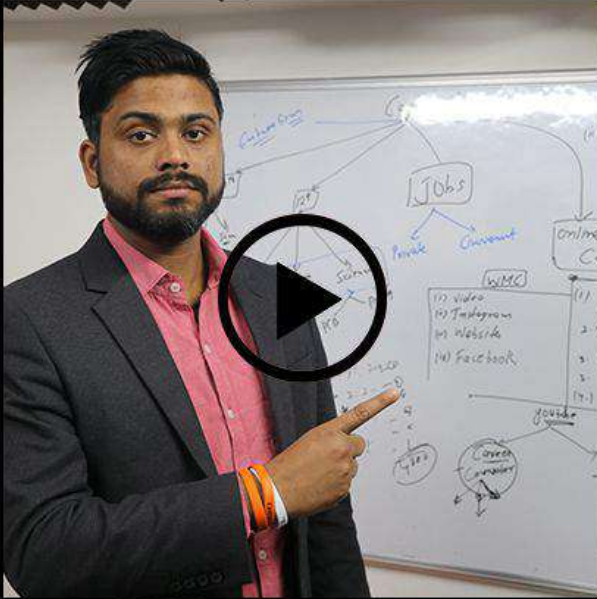


Google **Analytics** Certificate



Google **Adword** Certificate

YOU WILL GET



**6 MONTHS OF
ONLINE TRAINING**



CERTIFICATE

You Will get An Online Course of 180+ Training Videos Sessions to learn Everything it takes to be A Top Digital Google Certified Marketer!

After Complete of the Course, there will an Online test, after which you will get a Certificate from



YOU WILL GET



You will get the access to watch the Video Training any time any where and also access it from your mobile or Computer Device for complete 1 Year.

1 YEAR PRIME
ACCESS



You will get a chance to meet Amresh Bharati Sir and also win special merchandise. We will make sure you get a FREE Seminar Ticket as you will be our privileged member of PRT Global Solutions.

GET A CHANCE
TO MEET
AMRESH BHARATI!

PAYMENT METHODS

ONLINE PAYMENT

Pay with your Debit Card, Credit Card, Net Banking, Wallets etc.

ACCOUNT TRANSFER

Transfer money to our Bank account through NEFT or IMPS.

CASH DEPOSIT

Deposit cash in any of the KOTAK MAHINDRA BANK in India.

BANK ACCOUNT DETAILS FOR TRANSFER & CASH DEPOSITS

Name : PRT GLOBAL SOLUTIONS

Bank Name : KOTAK MAHINDRA BANK

Branch : DLF GALLERIA MARKET, DLF
PHASE IV, SECTOR 27,
GURGAON (122001)

Current A/C No. : 6213603632

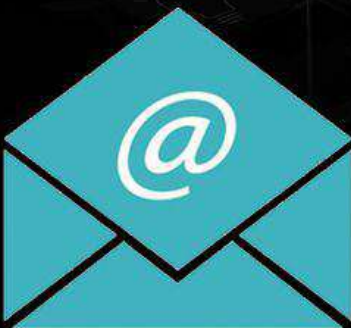
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COURSE
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