Digital Marketing (DM)

1. Introduction
2. Market Research
3. Set Up a Website
4. Email marketing
5. Copywriting
6. Search Engine Optimization(SEO)
7. YouTube Marketing
8. Facebook Marketing
9. Twitter Marketing
10. Quora Marketing
11. Google Ads
12. Google Analytics
13. Instagram Marketing
14. Pinterest Marketing
15. LinkedIn Marketing
16. Facebook Ads
17. App Marketing
18. DM is a process and in the process the **first step is to define a Target Audience**. The Marketing channel like Facebook and YouTube are so big and there you need to be very clear who all is going to fallow this. The audience could be gender wise, age wise, the problems they have and how the solution is going to be better and different in this competence
19. Next step is **Attract Audience with free contents or Ads**: Three types of content we can use 1- Educational Content in blogger or youTube videos. 2- Brand story telling like customer success stories

3- Entertainment style to promote product

4- We can give add in Google, FB, YT, Twitter, LinkedIn , Instagram to attract the audience.

1. Once we attract the audience then the next step is **Make sales from your websites or offline store**
2. Now the final step is **Measure and Optimize our traffic audience** using Google analytics



So using these four steps we can make our product better and better

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| The Complete Digital Marketing  Course - Notes  80% of new info is lost within the first 48 hours.  Print out this PDF and add your own notes as you go through each lecture so learn  faster and achieve more.  **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:  1- Educational Content in blogger or youTube videos. 2- Brand story telling like customer success stories  3- Entertainment style to promote product  Step 3: Make Sales  (email list/retargeting)  Step 4: Measure & Optimize  → Google Analytics tool  → Drive more sales!  **The Best 5 Digital Marketing Tools: Use these 5 tools daily basis which is absolutely free**   1. **Similarweb.com:** used to get business strategy in a very less time. Just go and search your competitor in the search. It will create a big marketing report here. See any site's traffic data. Understand your competitors' strategy & optimize your digital performance.   **2.Google Trends: This can be used to find out sizzling hot topic ideas for blog post, YouTube videos. It just shows what world is searching on.**  **3.Canva.com** : Used for expansive graphic design software e.g. Photoshop. We can design logos, pictures and so on using this site we can add values to the business and can have some extra skill on the resume.  **4.VidIQ Vision**: Chrome extenuation tool for you tube. As You tube is the second search engine in the world. So if want to get traffic or audience in the YouTube or video marketing, this tool will be helpful.After installing this into chrome browser, when we start searching any you tube videos it shows the traffic.  **5.Keywords Everywhere- Keyword Tool: It is also a chrome extenuation tool. When we search any thing in the google search then it shows all the valume/traffic just below the search bax.**  **Getting Started Checklist**  ❏ Download Notes  ❏ Read FAQs  ❏ Access Digital Marketing Toolbox  **Summary:**  **Section 2: (2)Market Research- it’s a simple process to**   1. Gather a list of product or service people desperately need and will pay money for – 2. Collect powerful sales copy to use on your sales page, Facebook Ads, emails and other marketing materials 3. Build an email list of people to sell to before you even have a product.   **Market Research Intro: There is nothing more powerful in marketing than intimately understanding a customer pain point and desires.**  → Pain Points & Desires  1. Identify Pain Points  2. Identify Problems & Ideal Outcomes  3. See the Demand  - Use the Market research process  1- For our own products and services  2- For our company’s products and services  3 – For our client’s product and services  **→ Three Simple (Strategic) Questions: Example**  1.What is your biggest problem in digital marketing or subject  2.Why you need this digital marketing in your life  3.How much it is difficult to find the suitable answer of your question  **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**  1.Send an email to get response or Use any email sending tool to get response  2. Post your survey into social media like FB , linkedIn etc  3.While sending email or posting into social media or anywhere the subject line is very much important so that people open your email and see at least otherwise people will not have any interest to see or open your email at all. Make sure your subject line going to add some benefits or problem solving.  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:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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!  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **Section 7: YouTube Marketing**  **YouTube Marketing Strategy**  3 Types of Videos:  1.  2.  3.  **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)**  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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:  1.  2.  3.  4.  5.  6.  7.  8.  9.  10.  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **Section 8: Facebook Marketing**  **Why Market Your Business on Facebook**  5 Reasons:  1.  2.  3.  4.  5.  **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**  1.  2.  3.  4.  5.  6.  7.  8.  **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:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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:  1.  2.  3.  4.  5.  *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  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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:  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **Section 11: Google AdWords / Ads**  **Market Your Business with Google AdWords**  Three Key Benefits:  1.  2.  3.  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:  1.  2.  3.  4.  5.  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!*  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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!*  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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!*  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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:  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **Section 16: Facebook Ads**  **7 Keys to Facebook Advertising Success**  1.  2.  3.  4.  5.  6.  7.  **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:  1.  2.  3.  **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:  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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!*  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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:  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  **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)\*  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH**  ***(Section 18 - Access to Old Content)***  **Section 19: Conclusion**  **12 Key Takeaways from This Course**  1.  2.  3.  4.  5.  6.  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!  **Summary:**  **© THE COMPLETE DIGITAL MARKETING COURSE - BY DARAGH WALSH** |

Hot topics . Niche

* Earn money from Affiliate Link
* School5.5paisa.com
* Pet Animals
* How to sit, sleep, and day to day activity
* Health( Exercise , yoga , Running)

How to promote :

Reachout to already available youtube channel , local people, school , college etc.