Introduction Video - Screen Recording - Short Recap Again - Practical File Each Topic Simplified - Short Quiz - Course Complete Certificate

TOPICS	TOPICS	TOPICS	TOPICS
1. What is DIgital Marketing ?	12. Getting Started with Google Analytics 360	16. Pay Per Click	19. Mobile Marketing
2. Importance of Digital Marketing	a. Introducing Google Analytics 360	a. Develop and Optimize Google Ads and Pay Per Click campaigns	a. Mobile Vision & What makes an App great
3. Use of Digital Marketing	b. BigQuery/GA 360 Integration	b. Do keyboard research, develop target lists with correct match types	b. Personalized Mobile messages & Marketing App
4. Scope of Digital Marketing	c. Google Marketing Platform/GA360 Integration	c. A better structure as well as target ads campaigns and accounts	c. When was the "Year of Mobile" & How about them Apples
5. Difference between digital & marketing	d. Campaign Manager/GA360 Integration	d. Set budget as well as bids confidently	d. Advantages of Mobile & Scanning the Audience
6. Necessity of learning digital marketing	e. Display & Video 360/GA360 Integration	e. Assess cost per acquistion produced from PPC campaigns	e. DIY Mobile marketing & Showing up Showrooming
	f. Search Ads 360/GA360 Integration	f. Know editorial tips when developing ads	f. Push vs. Pull Strategy & Omnichannel mCommerce
7. What is Google Fundamentals	g. Google Ad Manager/GA360 Integration (Optional)	g. Boost conversion rate	g. KPIs & 20/20 Vision
8. Registering & Enrolling		h. Know to optimize campaigns and gains skills to get new clients	h. B See & Is virtual a reality
a. The Online Opportunities	13. Mail Marketing	i. Cut marketing Expenses	i. Responsive Design best & The Internet of Things
b. First Step in Online Success	a. Plan Structure	j. Accredited by a professional body	j. Action & Relevance raises responses
c. Build your web prensence	b. Bombing the data	k. Utilize the Trainning to grow Business	k. SEO:Your Customer down the Street & Final Project
d. Plan Your Online Buiness Strategy	c. Creating the layout		l. Website Analytics and Testing & Final projects
e. Get Started with search	d. Establishment of Mails	17. instagram Marketing	m. Going Viral &
f. Get discovered with search		a. The Benefits of Instagram	n. The long and Shrot of it
g. Make search work (2)	14. Facebook BluePrint & Meta	b. The Instagram landscape	o. What is the 61?
h. Improve search campaign	a. Decide what you want to reach	c. Instagram today	p. Design a text message program
i. Get noticied locally	b. Map the customer journey	d. Leveraging Instagram for growth	q. Everybody wants to hire you
j. Help people nearby find you Online	c. Set marketing goals	e. Steps to developing a Instagram Strategy	r. Review text campaign
k. Help people nearby find you Online	d. Select your Social Media Channels	f. Identifying your Target audience	s. Social success
l. Deep dive into social media	e. Tell your Business story	g. Buiding customer personas	t. Social media marketing
m. Discover the Possibilities of Mobile	f. Create and manage a content calendar	h. Choosing the right Instagram Platforms	u. Does Facebook know you?
n. Make mobile work	g. Create Authentic messages	i. Understanding Instagram Account	v. What driving you to Mobile?
o. Get started with content marketing	h. Stay connected with your customers Online	j. Instagram Ecosystem	w. When will Mobile gets its fair share
p. Connect through Email	i. Attract an audience on social media	k. Developing Instagram Strategy	x. Facebook Advertising
q. Advertise on other Websites	j. Engage with people and build an audience	l. Best Practices for setting up your Instagram Profile	y. Let's see what develops
r. Deep drive into display Advertising	k. Communicate with customers on WhatsApp	m. Instagram content strategy	z. Monetizing an App
s. Make the most of the video	l. Start Marketing with Meta technologies	n. Hashtags 101	
t. Get started with Analytics	m. Establish a Facebook page following	o. How to gain More followers	19. Website Development
u. Find success with Analytics (2)	n. Bring your business online with Instagram	p. How to increase Engagements on Instagram	a. Full stack developer course syllabus:HTML
v. Turn Data into Sights	o. Help your customer to connect to your business on WhatsApp	q. Instagram Posting Strategy	b. Full stack developer course syllabus:CSS
w. Build your online shop	p. Go live on Instagram	r. Instagram features Overview	c. Full stack developer course syllabus:JavaScript
x. Sell more online	q. How to turn Instagram posts into ads	s. Instagram Stories	d. Full stack developer course syllabus:ReactJS
	r. How to make Instagram content stand out	t. Instagram Advertising	e. Full stack developer course syllabus:NodeJS
9. Google Analytics For Beginners	s. The importance of campaign objectives		f. Full stack developer course syllabus:MongoDB
a. Introducing Google Analytics	t. Create audience in Ads manager	18. WhatsApp Marketing	g. Full stack developer course syllabus: Python
b. The Google Analytics Interface	u. Choose Ad placement, Budget and Schedule in Ads manager	a. Need to use WhatsApp Marketing	
c. Basic Reports	v. Customize Ad Creative in Ads Manager	b. Explain WhatsApp personal account	
d. Basic Campaign and Conversion Tracking	w. Create Ads from your Facebook Page	c. Introdcution to WhatsApp Group	
	x. Set up and use the pixel and the Conversions API for Ad Camapigns	d. Introduction to WhatsApp Broadcast	
10. Advanced Google Analytics	y. Manage your Ad Campaigns and Encourage people to register for Government Services	e. Explain WhatsApp Business Account	
a. Data Collection and Processing	z. Tips for Creating Engaging Mobile Ads	f. Benefits of using WhatsApp Business	
b. Setting up Data Collection and Configuration		g. How to use WhatsApp group for Business Growth	
c. Advanced Analytics Tools and Techniques	15. Introduction to SEO	h. How to be seen through a Business Profile	
d. Advanced Marketing	a. Technical SEO	i. How to use WhatsApp Broadcast for business purpose	
	b. Keyboard research process	j. How to message more and work less through Quick Replies	
11. Google Analytics For Power Users	c. Content planning and creation	k. How to stay organized through Labels	
a. Understand users	d. On-page SEO	l. How to respond instantly through automated messages	
b. Attract High-Value Traffic	e. Off-page SEO	m. How to convert visitors into customers using WhatsApp	
c. Improve Site Engagement	f. Avoid Negative SEO		
d. Improve Product Performance	g. Local SEO		
	h. YouTube SEO		
	i. Analytics		
	j. Certification		