Advanced Digital Marketing

Introduction to Digital Marketing

Presented by Mohammed Azharuddin

Web Trainings
Training Beyond Expectations

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Who I am ?

Mohammed Azharuddin

Digital Marketing Consultant

8+ Years of Experience

Teaching is my Passion!

Trained More than 5000+ Students

I am Lecturer in a Business School

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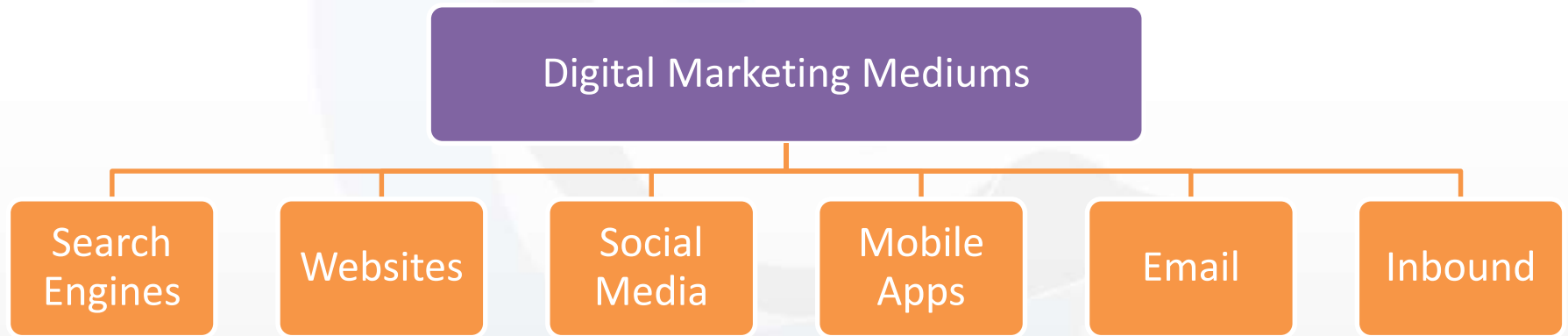
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What are we going to Learn ?

- ✓ What is Digital Marketing

- ✓ Why use Digital Marketing

- ✓ Digital Marketing Strategies

- ✓ Who can do this course

- ✓ Career Opportunities

- ✓ What Students Say about us

- ✓ Give your Feedback

What is Digital Marketing ?

Digital marketing is promoting or creating brand awareness using Internet.

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                    │   Digital Marketing Mediums      │
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Search Engines	Websites	Social Media	Mobile Apps	Email	Inbound

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Traditional Vs. Digital

Factor	Traditional	Digital
Reach	Limited to Area	Global
Targeting	Not Specific	Very Specific
Price	Very Expensive	Not Expensive
ROI	Not Guaranteed	Guaranteed

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Search Engine Optimization

2nd Position

How is SEO Done?

- SEO depends on many factors and algorithms created by Search Engines

  – 200+ Factors used by Google to Rank a Page.

- 82% of the Search Users click on Organic Links

- SEO increases the Leads and Brand Authority

- SEO takes a Good time and Effort.

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Pay Per Click Marketing

Google | shoes online | 🔍

All   Images   News   Videos   Apps   More ▾   Search tools

About 33,70,00,000 results (0.55 seconds)

Shop for shoes online on Google   Sponsored ⓘ

YepmeWalby   Foot N Style   Asian Men's   Yepme Premium   Asian Navy
Sports Shoes -   Black Tennis ... Navy Blue & ...   ...   Lace Lifestyle
Rs. 299.00   Rs. 449.00   Rs. 499.00   Rs. 1,099.00   Rs. 499.00
Yepme.com   Snapdeal   Amazon India   Yepme.com   Snapdeal

Yepme Shoes - Upto 50%Off - yepme.com
Ad www.yepme.com/Men_Shoes_Offer ▾
Offer Valid For Limited Time Only. Buy Now & Pay Cash On Delivery.
Styles: Casual Shoes, Sports Shoes, Formal Shoes

Shoes Online - 40% to 70% Off On Select Brands
Ad www.amazon.in/Shoes+Online ▾
Easy Returns & Pay On Delivery!

Ads

Men Shoes - Upto 40% Off
www.trendin.com/preview-sale ▾
Preview Sale on Premium Brands.
Free Shipment, COD @ Trendin.

Buy 1 Get 1 Free
www.voonik.com/ ▾
Voonik Weekend Sale.
Use code: VOONIK Explore now!

Buy Shoes Online at Paytm
www.paytm.com/Men_Shoes ▾
Upto 70% Off + Extra Cashback.
Best Price Online, Shop Now!

China Cheap Shoes
www.made-in-china.com/Shoe ▾
Improve Your Business ROI - Get a
Better Deal on Bulk Cheap Shoes.

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How to Do PPC ?

- PPC can be implemented using these programs

  - Google AdWords

  - Bing Ads

- 18% users click on Paid Ads

- Very Fast and Effective Marketing

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Social Media Marketing

✓ To Increase Brand Awareness and Business Leads

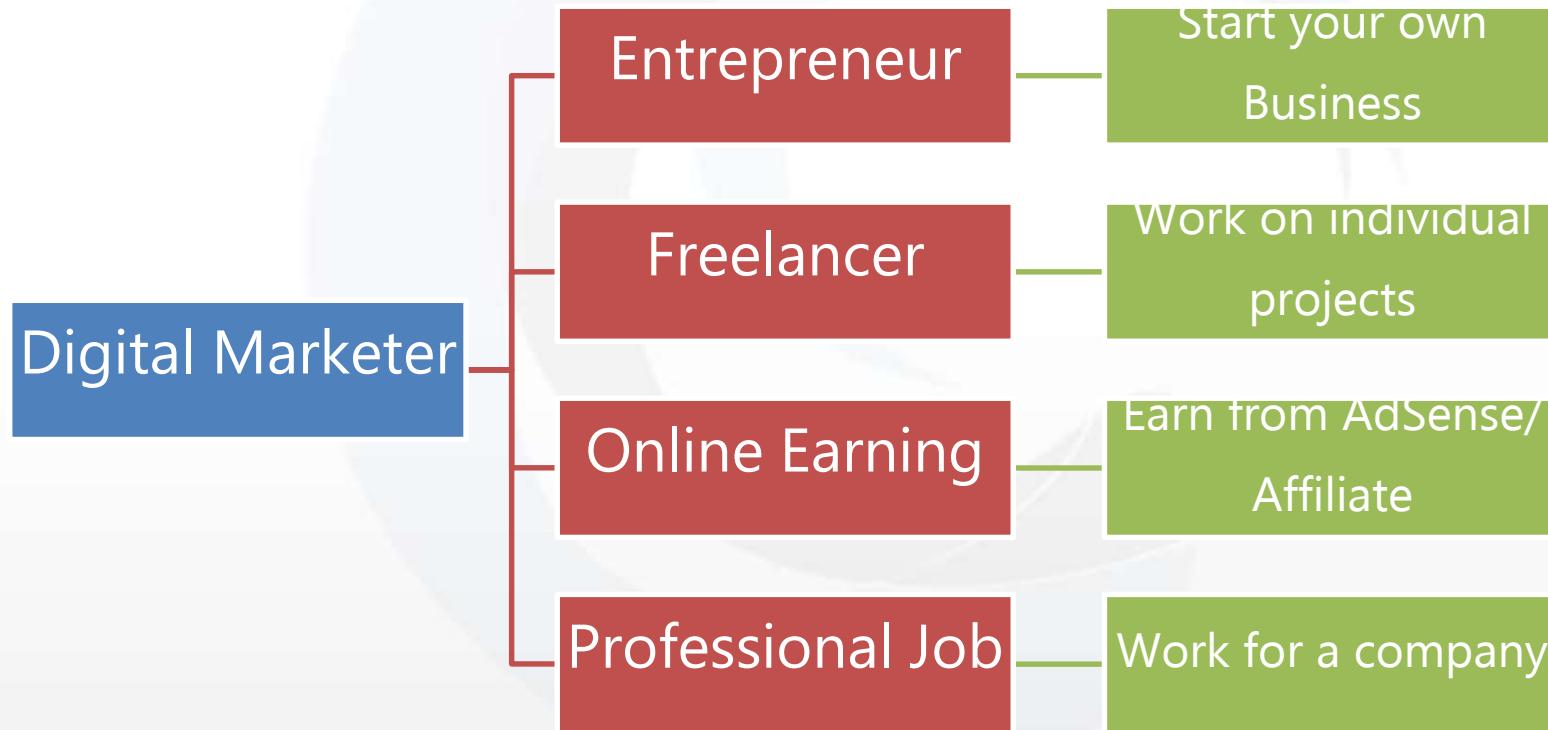| Facebook	Pinterest / InstaGram
Google +	Youtube
Twitter	Linkedin

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Prerequisite for Course

- Anyone with basic understanding of Internet

- No Programming or Website Knowledge

- Basic English/Communication Skills are Must

- Interested and Enthusiastic in Technology

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Career Opportunities

Digital Marketer

- Entrepreneur — Start your own Business
- Freelancer — Work on individual projects
- Online Earning — Earn from AdSense/ Affiliate
- Professional Job — Work for a company

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Online Money Earning

- Google AdSense

- Affiliate Marketing

- Freelancing

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What our Student Say about us ?

Read the Genuine Reviews of our Students

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Reviews

Google+
Reviews

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Your Feedback

- Kindly give your feedback about the Demo on our Facebook Page Below

  https://www.facebook.com/webtrainingsacademy/reviews

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