

TABLE OF CONTENTS

DIGITAL MARKETING MODULES

Digital marketing Intro	1
Website planning and creation	2
Ecommerce marketing	3
Content marketing	4
SEO(search engine optimisation)	5
Video marketing	6
Google analytics	7
Email Marketing	8
Google Adwords	9
Online display advertisement	10
Facebook marketing	11
Twitter marketing	12
Linkedin marketing	13
Pinterest marketing	14
Instagram marketing	15
Online reputation management	16
Lead generation	17
Mobile marketing	18
Google Adsense	19
Affiliate marketing	20
How to grab freelancing projects	21
Programmatic advertisement	22
Voice marketing	23
Black Hat techniques	24
Domain flipping	25
Quora, Hotstar and Tiktok ads	26