

MASTER DIGITAL MARKETING COURSE

Course content

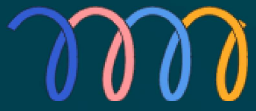
One Month Intensive Program for beginners & Professionals

- 1. Fundamental of Digital Marketing**
- 2. The Ground work for SEO**
- 3. ON Page SEO**
- 4. Off Page SEO**
- 5. Technical SEO**
- 6. Creating a SEO Strategy**
- 7. Live Project- SEO**



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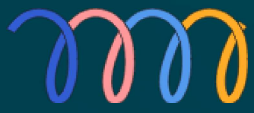
Course content

- 1.Content Marketing
- 2.Blog writing
- 3.You tube Marketing
- 4.Affiliate Marketing
- 5.Email Marketing
- 6.Online Reputation Management
- 7.Graphic Design
- 8.Story Telling
- 9.Analytics
- 10.Live Project- Google analytics



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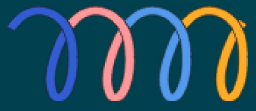
Course content

1. Social Media landscape introduction
2. Boosting organic content best practices
3. Setting up facebook & instagram ads
4. Start creating your first ad campaign
targeting & ad placement at facebook
& Instagram
5. Introduction to LinkedIn ,twitter, quora
6. Live Projects social media marketing
facebook & Instagram



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Course content

Introduction to Google ads configuring
campaign

1. Google ads - Ad group & keywords

2. Bidding Strategies

3. Budget Strategies

4. Text ads, auctions & ad ranks for search ad

5. Live Project - Google Search ads



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