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## *Digital Marketing Course (60-80 hours)*

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1. Digital Marketing Overview - 3 Hours
2. Website planning & Creation - 9 Hours
3. Email Marketing - 2 Hours
4. Lead Generation - 2 Hours
5. Google Ads - 3 Hours
6. Google Analytics - 3 Hours
7. Facebook Marketing - 3 Hours
8. LinkedIn Marketing - 3 Hours
9. Twitter Marketing - 3 Hours
10. Video Marketing - 3 Hours
11. Instagram marketing - 2 Hours
12. Pinterest Marketing - 2 Hours
13. Search Engine Optimization(SEO) - 12 Hours
14. Online Display Advertising - 3 Hours
15. eCommerce Marketing- 3 Hours
16. Content Marketing - 3 Hours
17. Online Reputation Management - 3 Hours
18. Affiliate Marketing Basics - 3 Hours
19. AdSense & Blogging - 3 Hours
20. How to Grab Freelancing Projects? - 1 Hour

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## ***Advance Marketing Techniques & Strategies***

***(10-15 Hrs)***

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1. Spying on Competitors Marketing Strategies - 1 Hour
2. Influencer Marketing - 2 Hours
3. Facebook Ads - 3 Hours
  - a. Optimization Techniques
  - b. Automation
  - c. Advance Scaling Strategies
4. Twitter Marketing - 1 Hour
  - a. Multiple Strategies to Increase Organic Reach with Examples.
  - b. Twitter Cards
5. Instagram Marketing - 1 Hour
  - a. A Proven Case Study - How a brand reached followers organically in less than 1 year.
6. Google Ads - 3 Hours
  - a. Advanced Optimization of Campaigns
  - b. Competitors Analysis
  - c. Decoding Google Ads Algorithm
  - d. Scaling Strategy that works
7. Email Marketing - 2 Hours
  - a. How to Write Killer Subject Line to Ensure High Open Rates
  - b. Optimization Techniques
  - c. Ensuring High Inbox Delivery (How to escape spam filters)
  - d. Email Marketing Strategies

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## ***How to Make Money Online with AdSense, Affiliate & Blogging (8-10 Hrs)***

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1. AdSense Account Management - 3 Hours
2. Affiliate Marketing - 3 Hours
  - Affiliate Marketing can be scaled to a million dollars a month with 50% profits margins in no time. All one needs is how to
  - Find profitable offers
3. Deep Blogging Secrets that makes money in 2019 - 3 Hours
  - A combination of three successful methods to make money with blogging. No hustling around with writing good content, doing SEO & getting organic traffic from google. But a proven method that is known only to a handful of affiliates & bloggers that can be scaled to a profitability of more than \$500 every day.

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## ***Black Hat Techniques (2 Hrs)***

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1. Black Hat techniques that work in 2019 known only to renowned digital marketers worldwide

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## ***Special Course Google AdSense & Blogging (9-12 Hrs)***

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1. What is Google AdSense
2. How to create Google AdSense Account
3. Requirement for Google AdSense
4. Google AdSense account policy
5. Google AdSense content policy
6. How to create a blog/website
7. How to increase earning
8. How to increase CPC
9. High CPC niche
10. High CPC content