

DIGITAL MARKETING COURSE:

Online Training By Professionals

500+ Students
Trained So Far

10+ YEARS OF
EXPERIENCE



~ By Naveen Sagar

COURSE MODULES

1. WEBSITE CREATION:

- HOW TO CHOOSE A NICHE
- BUYING DOMAIN NAME
- BUYING A HOSTING
- TAKING WEBSITE LIVE USING POPULAR CMS TOOLS
- LOGO DESIGNING & CREATION
- POSTING YOUR FIRST ARTICLE
- DO'S & DON'T OF BLOG POSTING

2. SEARCH ENGINE OPTIMISATION:

- WHY SEO IS IMPORTANT?
- INDEXING WEBSITE ON SEARCH ENGINE
- ON PAGE SEO
- OFF PAGE SEO
- TRACKING COMPETITORS
- KEYWORD RESEARCH & COMPETITON RESEARCH

3. WEB ANALYTICS:

- WHY ANALYTICS IS IMPORTANT?
- UNDERSTANDING GOOGLE ANALYTICS (WIDELY USED BY MARKETERS)
- UNDERSTANDING USER FLOW & KEY MATRICS

4. SOCIAL MEDIA MARKETING:

- CONTENT MARKETING VIA SOCIAL MEDIA?
- FACEBOOK ACCOUNT CREATION & UNDERSTANDING.
- INSTAGRAM ACCOUNT CREATION & UNDERSTANDING.
- TWITTER ACCOUNT CREATION & UNDERSTANDING.
- LINKEDIN ACCOUNT CREATION & UNDERSTANDING.
- PINTEREST ACCOUNT CREATION & UNDERSTANDING.

5. PAID MARKETING:

- UNDERSTANDING THE IMPORTANCE OF PAID MEDIA MARKETING.
- PAID MEDIA MARKETING USING FACEBOOK & INSTAGRAM.
- SEARCH ENGINE MARKETING USING GOOGLE ADWORDS.
- CONCEPT OF REMARKETING USING FACEBOOK, INSTAGRAM AND GOOGLE ADWORDS.
- YOUTUBE ADVERTISING & REMARKETING.



COURSE MODULES

6.EMAIL MARKETING:

WHAT IS EMAIL MARKETING?
TOOLS TO BE USED FOR EMAIL MARKETING
TRACKING & MANTANING DOMAIN REPUTATION.
BULK EMAIL MARKETING
KEY MATRICS & TRACKING.
EMAIL AUTOMATION.

7.PUSH MARKETING:

- WHAT IS PUSH MARKETING & HOW TO LEVERAGE IT FOR OUR BUSINESS?
- TOOLS TO BE USED FOR PUSH MARKETING
- DEPLOYMENT OF PUSH MARKETING & INTEGRATION
- PUSH MARKETING AUTOMATION.

8.HOW TO MAKE MONEY FROM YOUR BLOG:

WHAT IS GOOGLE ADSENSE.
UNDERSTANDING PROGRAMMATIC ECOSYSTEM
HOW TO EARN MONEY THROUGH ADSENSE & OTHER SSP PLATFORMS.
HOW TO MONETISE PUSH NOTIFICATION.

9.AFFILIATE MARKETING:

- WHAT IS AFFILIATE MARKETING?
- HOW TO MAKE MONEY USING AFFILIATE MARKETING?
- HOW TO CHOOSE OFFERS FOR AFFILIATE MARKETING.
- WAYS TO PROMOTE AFFILIATE CAMPAIGNS.
- HOW TO MONETIZE EMAIL MARKETING TO EARN THROUGH AFFILIATE.

