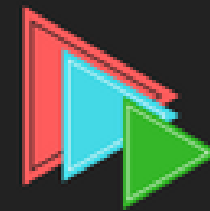# DIGITAL PRAJNA

LEARN

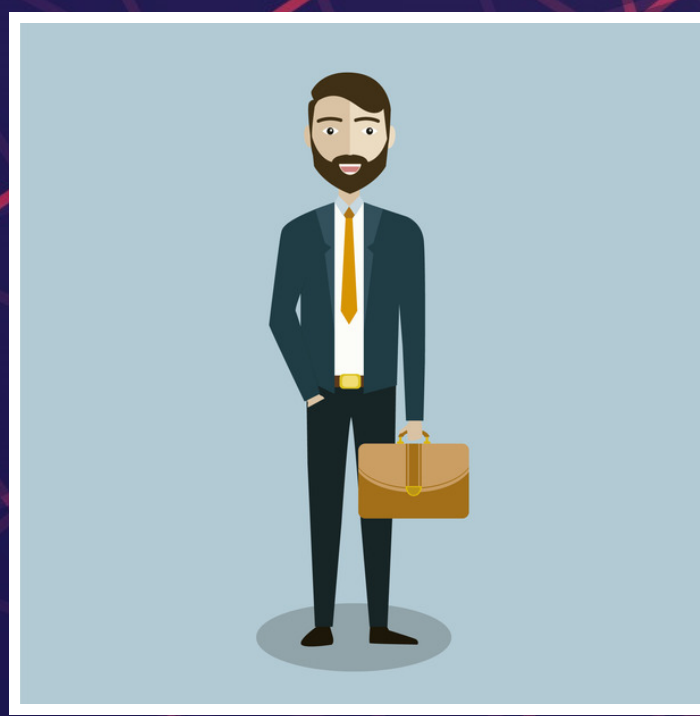### DIGITAL MARKETING

FROM SCRATCH

COURSE CURRICULAM

Professionals   Entrepreneurs   Students

DIGITAL PRAJNA

EXPAND YOUR MARKETING AWARENESS DIGITALLY

15 MODULES

Introduction

- Course Walkthrough Video
- Things you need to know about Digital marketing in India
- What Is Digital Marketing And How Does It Work?
- Inbound and Outbound Marketing
- Digital Marketing Opportunities for Students, Freshers, and Professionals
- Digital Marketing for Startups and SMBs

Marketing Foundation 101

- Business Objective and Target Audience
- Buyer Persona and Negative Persona
- Resources and Tools

Competitor and Website Analysis

- Competitor Analysis
- Website Analysis
- Unique Selling Propositions
- Tools for Competitor Analysis
- Tool for Website Analysis

Market Research

- Basics of Market Research
- Market Research Tools
- Buyer's Journey

How to Create a Website

- What is Website and Why do you need one for your business?
- Improtance of a Mobile Friendly and Responsive Website
- Website Planning and Structuring
- Choosing a best domain name for your business
- Selecting the best web hosting plan for your website
- Content Management System and WordPress Installing a WordPress
- WordPress Interface Walkthrough
- Designing a Logo
- Website Navigation
- Sidebar for Pages and Posts
- Setting up a Home Page
- Setting up a Blog
- Updating the Blog Posts with Different Type of Content
- Favicon, Website Title, and Website Tagline
  How to update the footer

How to Create a Website Contd.

- Protecting your blog from spammers
- Step by Step Procedure to create a Lead Magnet
- Tools to create a lead magnet
- Page Setup Guide (Private and Public Options)
- Convert Home Page into Landing Page (One Goal – Business Goal)
- Become a Blogging Expert with this Technique (Start Here Page Examples and Implementation)
- Plugin Integrations
- Tracking Setup and Integration
- Commenting System Setup and Integration
- Email Marketing Setup and Integration
- Social Share Setup and Integration
- Turn your Website into a Search Engine Friendly one
- Website Speed and It's Importance on Ranking Your Website
- Speeding up your website and make it to load faster
- How to backup your website automatically and regularly
- Safegaurd your Website from Hackers

Email Marketing

- Email Marketing Basics
- Email Marketing Metrics
- Platforms to choose for Email Marketing
- How to Create Lists
- Types of Signup forms (Popup and Optin) & How to integrate it to your WordPress
- Creating a Signup form, Thank You Page Setup & Tracking Signups in Analytics
- Landing Page, How to build a landing page, and Examples of high converting landing pages
- Landing Page Builder Tools
- How to Integrate Lead Magnet to your WordPress and to Landing Page
- How to Write a catchy Email Headlines that convert
- 10 Proven Strategies to optimize your Email Marketing Campaigns
- How to generate the report and analyze
- Email Marketing Certification Course
- Email Marketing Resources and Tools

Content Creation and Promotion

- Content Consumption in India
- Content Marketing, history of content marketing and different ways to produce a content
- Importance of Content Marketing in Online World
- Before Creating the Content
- Back to Basics (Sales Funnel)
- Content Marketing Strategy
- Mapping Content based on Customer Journey
- Examples of Great Content Piece
- Measuring your effort
- Blogging Basics
- What Everybody Ought to Know About Writing
- reat Headlines [Template Download]
- Copywriting Tools

Search Engine Optimization (SEO)

- Search Engine – Introduction
- How Search Engine Works?
- Search Engine Optimization, Types of SEO, and Metrics to measure SEO Success
- Webmaster Guildelines
- First things first: Things you need to do before you getting started with SEO
- Google Search Console
- Bing Webmaster Tool Setup
- Google Analytics Setup
- Integrating Google Search Console to Google
- Analytics for better optimization
- Installing Yoast SEO Plugin for your WordPress website
- Keyword Types and their role in ranking your website
- How to find the Commercial Intent of the Keyword
- Keyword Research Process: A step by step guide
- How to Optimize the Webpages of your Website [On-site SEO]
- Optimize the Content for Users and not only for Search Engines [Content Optimization]
- Getting Recommendations from others for your website [Off-Page Optimization]
- How to Implement Technical Stuff for Search Engine Optimization [Technical SEO]
- SEO Checklist
- SEO Tools

Social Media Marketing | Facebook

- Facebook Introduction and Important Facebook Metrics
- Step by Step Procedure to Create a Facebook Fan Page
- Things you can do through Facebook Fan Page
- Building the community for your Audience through Facebook Groups
- 15 Time-tested strategies to get a better organic reach for your Facebook Page [Organic Promotion]
- How to get very quick results by promoting your Facebook Page [Paid Advertising]
- Drive more visitors to your Local Business Shops
- Checklist Download
- Tools and Resources to help you get started with Facebook Marketing

Social Media Marketing | Google+

- Facts and Stats - 2018
- Setting up a Business Page in Google Plus
- Checklist Download

Social Media Marketing | LinkedIn

- LinkedIn Facts – 2018
- Basics Stuff
- Things you can do through LinkedIn
- How to use Company Page for your Business
- 10 Kickass Strategies to get LinkedIn followers for our Company Page [Organic Promotion]
- How to get 50$ coupon for absolutely FREE to start your Advertising Campaign [LinkedIn Advertising]
- Different Ad Types
- Checklist Download
- Tools and helpful resources on LinkedIn Marketing

Social Media Marketing | Twitter

- Getting Started with Twitter Account
- Important Twitter Metrics
- Things you can do with Twitter account
- 16 powerful techniques to increase the Twitter followers [Organic Promotion]
- How to get very quick results from Twitter Advertising Campaigns [Twitter Advertising]
- Checklist Download
- Tools and helpful resources on Twitter Marketing

Search Engine Marketing [SEM]

- Search Engine Marketing – Basics
- 12 Core Advantages of using SEM for your Business
- SEM Platforms
- How Google AdWords works & AdWords Auctions
- Google AdWords – Ad Types
- Setting up a Google AdWords Account
- Understanding the Google AdWords Interface
- Google AdWords Campaign Structure
- SEM Competitor Research
- Landing Page Creation and Optimization
- Ad Extensions and their benefits
- Finding the profitable keywords
- Google AdWords – Search Campaign
- Google AdWords – Display Campaign
- Google AdWords – Universal App Install Campaign
- Google AdWords – Shopping Campaign
- How to create and implement Website Remarketing List in AdWords
- Setting up a Conversion Tracking [Advanced]
- How to measure your campaign success
- 10 Proven methods to optimize your Google AdWords Search Campaigns
- Link AdWords and Analytics for improving the campaign performance
- Google AdWords Editor
- SEM Optimization Checklist – Download

Web Analytics

- Web Analytics Basics
- Google Analytics Basics
- How to Setup a Google Analytics Account
- Understanding the Google Analytics Interface
- Setting up a Goal in Google Analytics account
- How to Use IP Filtering to Block the Internal Traffic
- Know your Audience and their behavior on your website
- Understanding Your Website Performance
- Analyzing different Web Pages Performance
- Create Alerts to know the website performance directly to your Inbox
- Adding annotations to know which marketing effort has driven more traffic to your website
- 12 Key Metrics to measure in Google Analytics "Google Analytics Custom Dashboards
- These 5 Google Analytics Pro Tips will help you get high-level data Insights in less than 11 minutes
- Web Analytics Tools
- Google Analytics Checklist
- Attribution Models in Google Analytics
- Know about Multi-Channel Funnels in Google Analytics

YouTube Video Marketing

- YouTube Basics and Advantages of Video Marketing
- Setting up a YouTube Account
- Video Content Ideas
- Structuring your Videos
- YouTube Video Water Mark
- Uploading Videos to YouTube and Livestreaming
- YouTube Cards
- YouTube Community
- YouTube Creator Studio
- YouTube Video Marketing Funnel and Strategy
- YouTube Advertising
- Top 10 YouTube Metrics to measure the Success
- Tools and Resources to get started with YouTube Marketing

3 BONUS MODULES

Bonus: SEO For Local Business

- SEO for Local Businesses and Advantages
- Google My Business Page and Importance of Setting up a GMB Page
- Setting up a Google My Business Page
- Comprehensive Guide on GMB Page
- Google My Business Page Checklist Download

Bonus: Bing Advertising

- 6 Advantages of using Bing Ads
- Creating a Bing Ads Account
- Billing and Payment Method
- Bing Ads Campaign Types
- How to Setup Bing Ads Search Campaign
- Creating an Ad Group
- Creating an Ad
- Ad Extensions
- Bid Strategies
- Creating a Remarketing List in Bing Ads
- Setting up a Bing Ads Conversion Tracking

Bonus: Make Money Online

- Freelancing Basics
- Top 15 Freelancing Platforms
- Blogging and Monetizing your Blog
- Affiliate Marketing Basics
- Affiliate Marketing Platforms

Learn end to end Digital Marketing from scratch.

ENROLL NOW!