

CLOUDNSTACK. LLC

LEARN A TO Z OF DIGITAL MARKETING  
& BRANDING STRATEGY

## Digital Marketing & branding Strategy Course material

- Fully hands-on training.
- Online training and mentorship.
- Laptop/Smartphone & Internet required.
- Course Duration -12 weeks, Weekly 2 Live Online Classes.
- Work on live projects to get hands on experience.
- Email support for clearing doubts on digital marketing course.
- Assistance on Interviews, Top 50 Interview questions on Digital Marketing.

- Module 1: Introduction
- Learn A to Z of Digital Marketing.
- Introduction to Digital Marketing.
- How to Earn Money from Digital Marketing.
- Website - Hosting and domain, SSL Certs, Cnames, Control Panel.
- Really simply SSL.
- Website Design without code- Introduction to WordPress.
- Introduction to Elementor & Generate Press and other useful Themes.
- Plugins- various plugins such as Ninja Forms, Backup of Site, Up graft, W3 total Cache etc.

## Module 2: Logo Design

- Logo design, Suitable Post Design for Facebook & Instagram, Pintrest.
- Get hands on experience on Canva, Crello, Pixabay.
- Shortpixel Introduction - Image compression
- Video Editing Tools such as FilmoraX, OBS Studio, Wondershare, Mowavi Video Editor, Davinci Resolver. (You can edit your own videos)
- Hands on Training Provided to record and edit the videos for Youtube, Instagram, Facebook to build your brand and grow your business.

## Module 3 - Blogging

- Blogging - Best Practices to write blog to attract readers
- Using blogger.com to build your brand.
- Keywords for writing Article/ blog
- Google keyword planner
- Ahrefs
- Ubersuggests
- Mangools
- Buzzsumo
- Blog Page Creation - Wordpress Theme, Blogging, SEO's, Grammarly,
- Meta Description
- URL structure
- Heading Tags
- Image Optimization
- Free SEO tools
- Lxmarketing place
- Write your Blog min 1000 words
- Title Tags

## Module 4 – Affiliate Marketing

- Hands on Experience with Affiliate Marketing.
- Select your Area of Interest - niche
- Affiliate Program, GreenGeek, TubyBuddy, Hostgator.  
Walkover on over 100+ Affiliate product list.
- Amazon Affiliate –Hands on Experience.
- How to Apply for others Affiliate program and promote the products.
- What are the various portals available to promote Affilaite products.

## Module 5: SEO (Search Engine Optimization)

- Introduction to SEO concepts
  - How Search Engines Work –Bots and Crawlers
  - Keyword Research
  - On-Page Optimization
  - Website Management and Optimization
  - Off Page SEO
  - Market Your Optimized Website
  - Example using Yoast SEO
  - Inbound and Outbound Marketing Links/URL's
  - SEO- Search Engine Optimization – How to add SEOs in your Website.
  - SMO - Social media Optimization use IG and FB.
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- Introduction to Chatbots.

## Module 6: Content Marketing

- Get traffic – Organic and Paid example with Udimi
- Apply for Google Adsense – Website Monetization
- Get money from YouTube channel
- Over 200 product to sell online via website
- Lead Generation
- Landing Page Design, Various Applications available to design Landing Page, Sales Funnels etc.
- Create your own Sales Funnel and Landing page.
- Introduction to Lead Magnets.



## Module 7: Running Ads on Social Media

- Hands on experience given with Google Ads,
- Work with Google Analytics.
- Work example of Google Adsense, Google Site Kit, Google Platforms, Google Tag Manager.
- Google Analytics/Google Tag Manager – what the difference
- Run your Google Paid Ads with minimum budget.
- Run your Facebook Paid Ads.
- Run your Instagram Paid Ads.

## Module 8: Ads and Video Editing

- Social Media Marketing – Influencer Marketing.
- Run Ad on Facebook, Ad on Instagram, LinkedIn, Twitter
- How to overcome fear on Camera.
- Video Recording to become successful Vlogger in Youtube.
- How to use Teleprompter for video recording.
- Run Pod Costs to grow Your business.
- Extensive Hands on with desktop Video Editing tools OBS Studio, Filmorax, Davinci Editor. Editing and mixing of video and audio using tools.
- Hands on with Mobile Video Editing Tools.

## Module 9: Online Reputation Management

- Online Money Making Practices.
- Youtube Channel and TubeBuddy.
- How to use TubeBuddy – SEO with Youtube.
- Build your Own brand, Start your own Business.
- Podcast, Influencer, Promote a brand, product etc.
- Engage your audience on social media.

## Module 10: Traffic to Your Website

- How to Get free Traffic from free websites
- Youtube channel
- Linkedin
- Facebook,
- Instagram
- Twitter
- Quora
- mix.com
- canva.com
- Pinterest.com
- Medium.com

## Module 11: Freelancing

- Freelancing - Why companies opt for Freelancers.
- How to Get good ratings from Customer, Freelancer.com
- Example on many Freelance site and how to make use of the online tools.
- Concepts using E- commerce sites.

## Module 12: Sales Funnel & Email Marketing

- [Getresponse.com](#) – Email Automation
- [Graphee](#) – Start your own online business
- How write Business Email and automate to grow your business.
- Sales Funnels, Create your Lead Magnet, Welcome page and Landing Page.
- How to create your own sales funnels for free.
- Introduction to various Sales Funnel architecture how to use paid or free.

## Module 13 –Soft Skill Trainings

- **Soft Skill Training:** This training will take care of a. Impressive Self-introduction and Business Communication Know-how
- Skills required for Digital marketing
- Listening and communication skills to understand the requirement of customer requirement.
- Interview Preparation for Job seekers Mock-ups and Top 50 Interviews questions. (Only for people who are looking for job in Digital Marketing considering over 1 Lakh jobs in India In Digital Marketing.)

## Module 14

- How to get Projects for your Business - Organic and paid Ads
- Sales Pitching for Local Business in your area/city.
- Website - Get Video reviews from Customers, Testimonials, case studies, standout, customer feedback and positive feedbacks
- Content writing - cost per word
- CPC and PPC
- Buying Sales Funnel
- Digital Marketing Setup Strategy



## Module 15 - Artificial Intelligence in Digital marketing

With AI technology, digital marketers can spot microtrends and even predict trends.

New Modules added in the course content for Artificial intelligence in SEO.

Artificial intelligence is transforming how digital marketers by increasing efficiency and optimizing user experience. One common example of AI across the web is the use of chatbots to provide customer services to users.

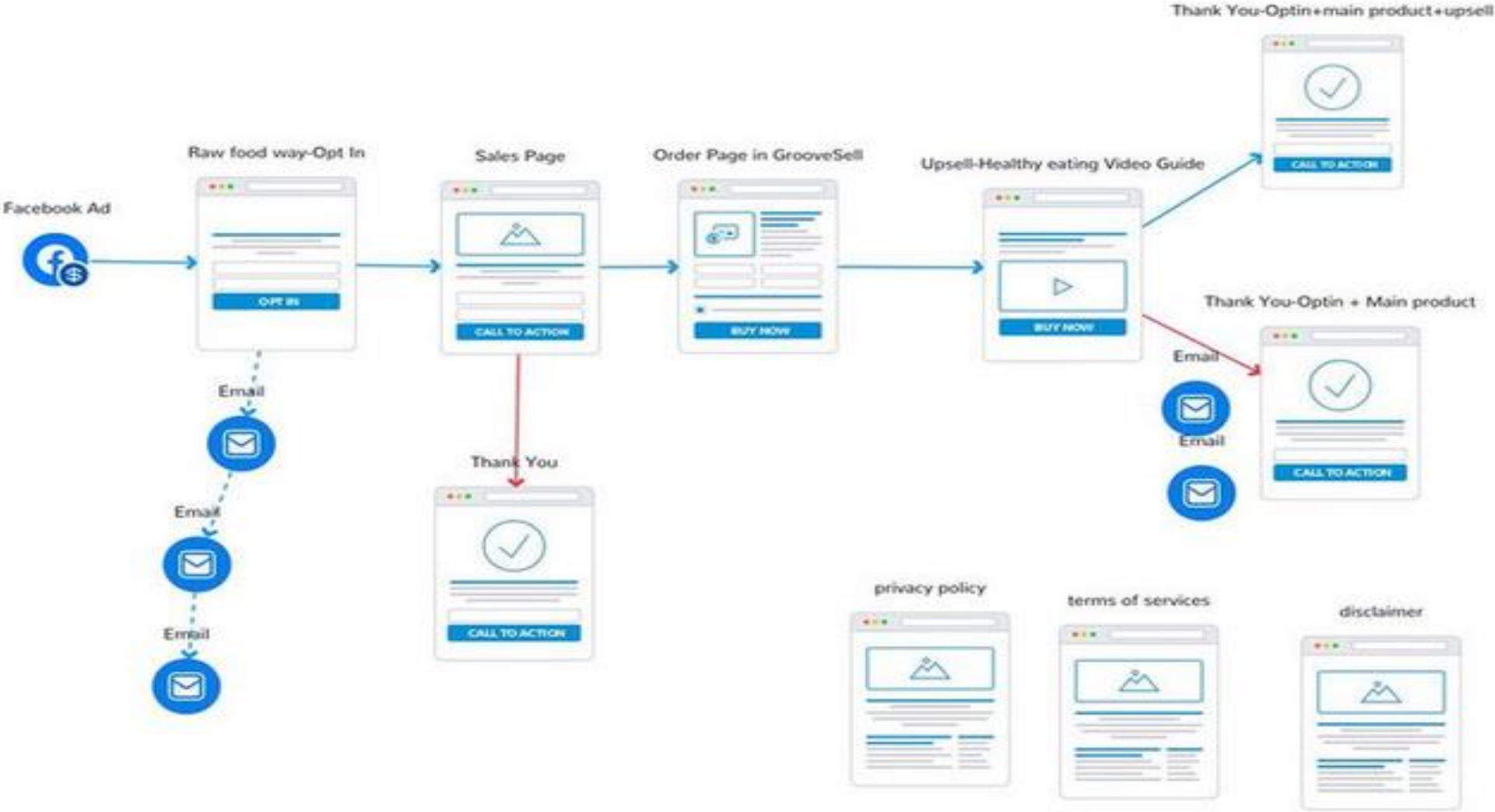
AI technology also boosts SEO's, as it aids the marketers to analyze customer data and create predictive strategies.

Introduction to tools available which is based on AI for customer experience Googles Rank Brain and BERT is one such tool help in SEO's

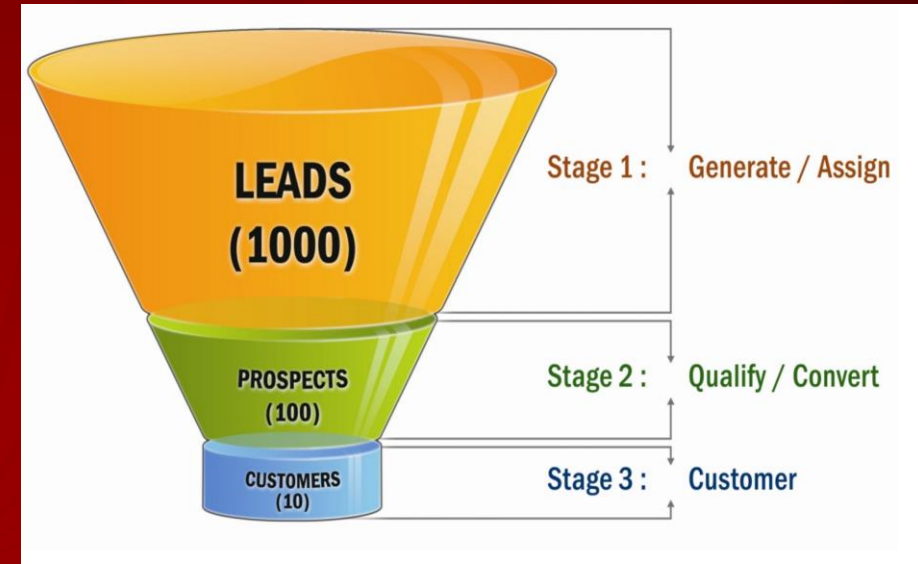
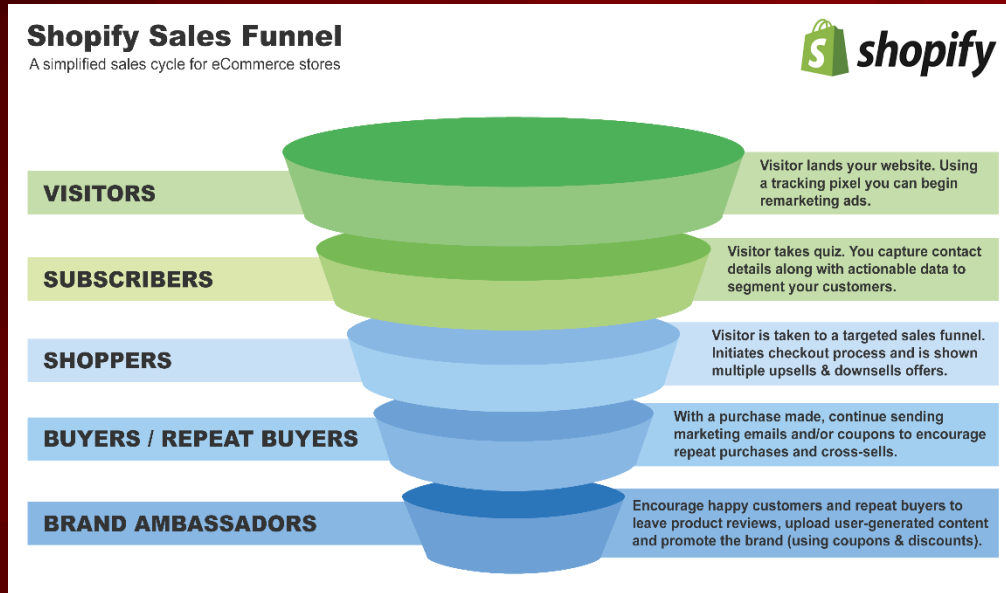
## MODULE 16 - WHAT PRODUCTS YOU CAN SELL BY AFFILIATE MARKETING

- Cloud Hosting's
- Digital Courses and online teaching tools
- Security and Surveillance system
- Home automation
- LED projectors
- Virtual Reality
- 3D printers
- Gym Equipment's
- Travel and Tourism
- fashions and apparels
- Drones
- Cosmetics, Skin Care
- Baby care products
- Kitchen & Gardening Items
- Home lighting & Decorative products
- Backpacks
- Protein shakes Loose weight Products
- Bicycle Adons
- Insurance
- Gardening equipment's
- Office accessories

# Advanced Topic - Sales Funnel Architecture



# Examples



- **Guide your visitors step-by-step through the entire sales process (so they don't get confused or LOST, and leave the page**
- **Point your customer straight to the ONE product or service they need most to help solve their problem**
- **Follow-up with your visitors, even after they leave your page!**
- **All you need to do is have "Leads" that you can connect with.**
- **Create simple funnels that quickly to capture your visitors' contact information, so you can generate new leads to follow-ups with again and again, even after they leave your page!**

## **DIFFERENCE BETWEEN WEBSITE AND FUNNELS**

### **Websites -**

**Homepages are great for what they do, which is provide general information and encourages visitors to explore on Product/ Service offered.**

**As the main gateway to a website, a homepage acts as an introduction to that business's brand, product, services, values, who and what it's for, whom to contact, you name it. It's meant to set a "first impression," encompass all that a company has to offer, and direct visitors to learn more throughout different sections of the site.**

**Being tasked with that high-level introduction means a homepage must speak to the broadest audience—including those who may have never even heard of the company, let alone know what it does, and why it's valuable. All of this makes for relatively generic messaging, multiple page goals, and a whole lotta links, buttons, and navigation for visitors to take various actions.**

## **Sales Funnels –**

**One of the biggest differences between a Webpage and a landing page is the ability to completely customize a visitor’s experience from ad, to click-through, to conversion.**

**So you can apply that necessary focus on a really granular level, down to the very last pixel.**

**The focused, flowing experience leaves less room for pause, fewer chances for distraction, creates more opportunity to showcase your offer, and shows visitors that you respect their time and attention by giving them exactly what they want.**

**This experience adds up to a far more compelling experience overall. And bonus—the more customized and relevant your landing page is to your ad, the more Google will reward you through Quality Score and cost-per-click.**

**Welcome page- Landing Page – Sign up Page – Sale Page – Checkout Page - Thanks Page – Email List**

# TRAFFIC BLUEPRINT

**We can broadly categorize the traffic into 3 segments.**

**L1 traffic - Fast result oriented for affiliates**

**Solo ads / Paid Ads/ Organic ads**

**Public influencers**

**Next mark - Celebrity influencers**

**L2 Traffic – Strategic result oriented for affiliates**

**Youtube ads and videos**

**Google display ads and search campaign**

**Facebook ads**

**Tiktok ads**

**Instagram ads**

**Pinterest ads**

**L3 Traffic - Retargeting the visitors**

**Gather details about visitors in your cloud / Email List**

**Following up with visitors in your email lists**

**Do not go for cheap traffic instead go for quality leads**

**It's not about the product but it's all about outcome and adding value to the visitor**

**Scale on your visitor**

Walk through the following tools -

- Groove Funnel – Building a Sales Funnel.
- Get Response – Email Automation / Auto Responders / Email List



Questions ?