Welcome to UrbanPro.com
Learn A to Z of Digital Marketing with Kiran Rao

Learn A to Z of Digital Marketing & Branding Strategy

With

Kiran Rao

(5+ year of Experience in Digital Marketing Training)

Introduction to Digital Marketing & Branding Strategy.

- Fully Hands-on training

- How to Make Money Online using Digital Marketing

- 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.

- Chat support on UrbanPro for clearing doubts on Digital Marketing Course.

- Assistance on Interviews, Preparing for the Interviews, Top 50 Interview questions on Digital Marketing.

Module 1: Introduction

- How to Make Money from Digital Marketing.

- Website - Hosting and domain, SSL Certs, Cnames, Control Panel.

- Really simply (Secure Socket Layer) 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 & Banner 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/ Blogs
- Google keyword planner
- Ahrefs
- Ubersuggests
- Mangools
- Buzzsumo

Module 3 - WordPress

- 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
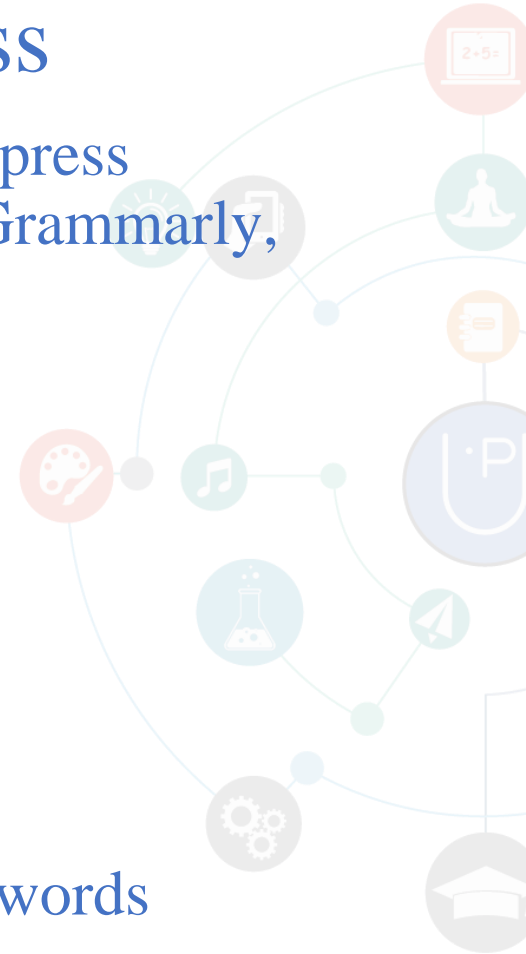
Module 4 – Affiliate Marketing

- 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 Associate Affiliate –Hands on Experience.

- How to Apply for others Affiliate program and promote the products.

- What are the various portals available to promote Affiliate products.

Module 5: SEO (Search Engine Optimization)

- Introduction to SEO concepts

- How Search Engines Work –Bots and Crawlers

- Keyword Research

- On-Page Optimization, Off Page SEO

- WordPress Website Management and Optimization

- 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.

- Introduction to Chatbots in WordPress Website.

Module 6: Content Marketing

- Get traffic – Organic and Paid example with Udimi, ClickMagick etc

- 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 Tube Buddy.

- How to use Tube buddy – 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

- Pintrest.com

- Medium.com

Module 11: Freelancing

- Freelancing - Why companies opting 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.
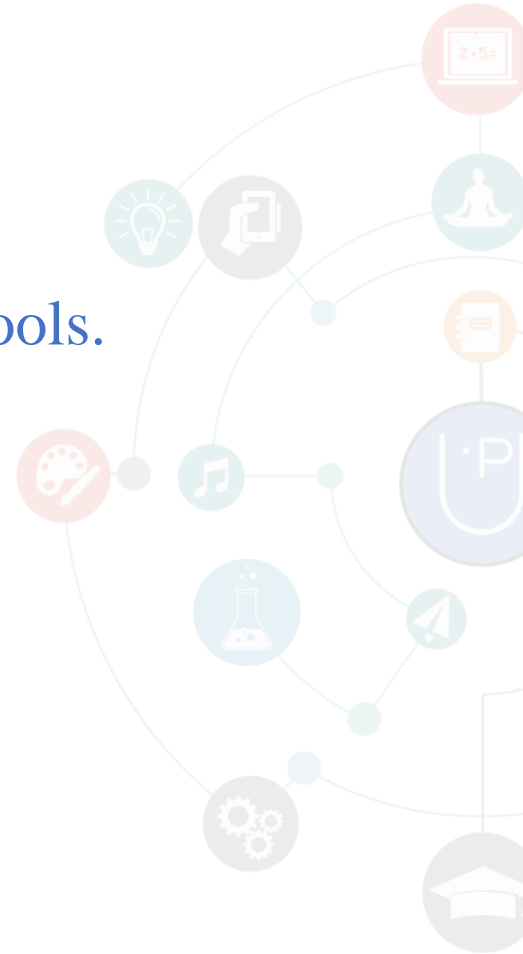
Module 12: Sales Funnel & Email Marketing

- Getresponse.com – Email Automation

- Graphe – 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 Training to Attend Interviews on Digital Marketing

- 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. This is for the people who are looking for job a in Digital Marketing considering there are over 1 Lakh jobs in India in Digital Marketing.
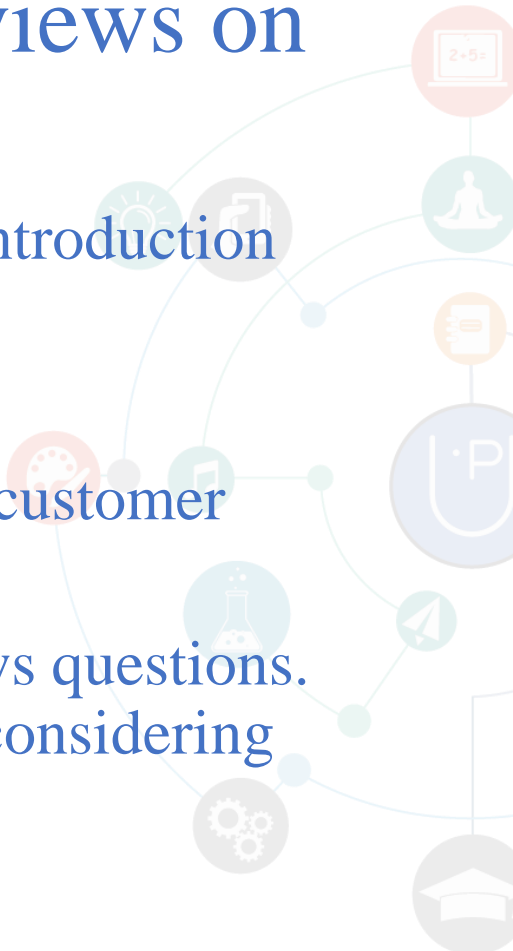
Module 14 - Make Money Online using DM

- 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
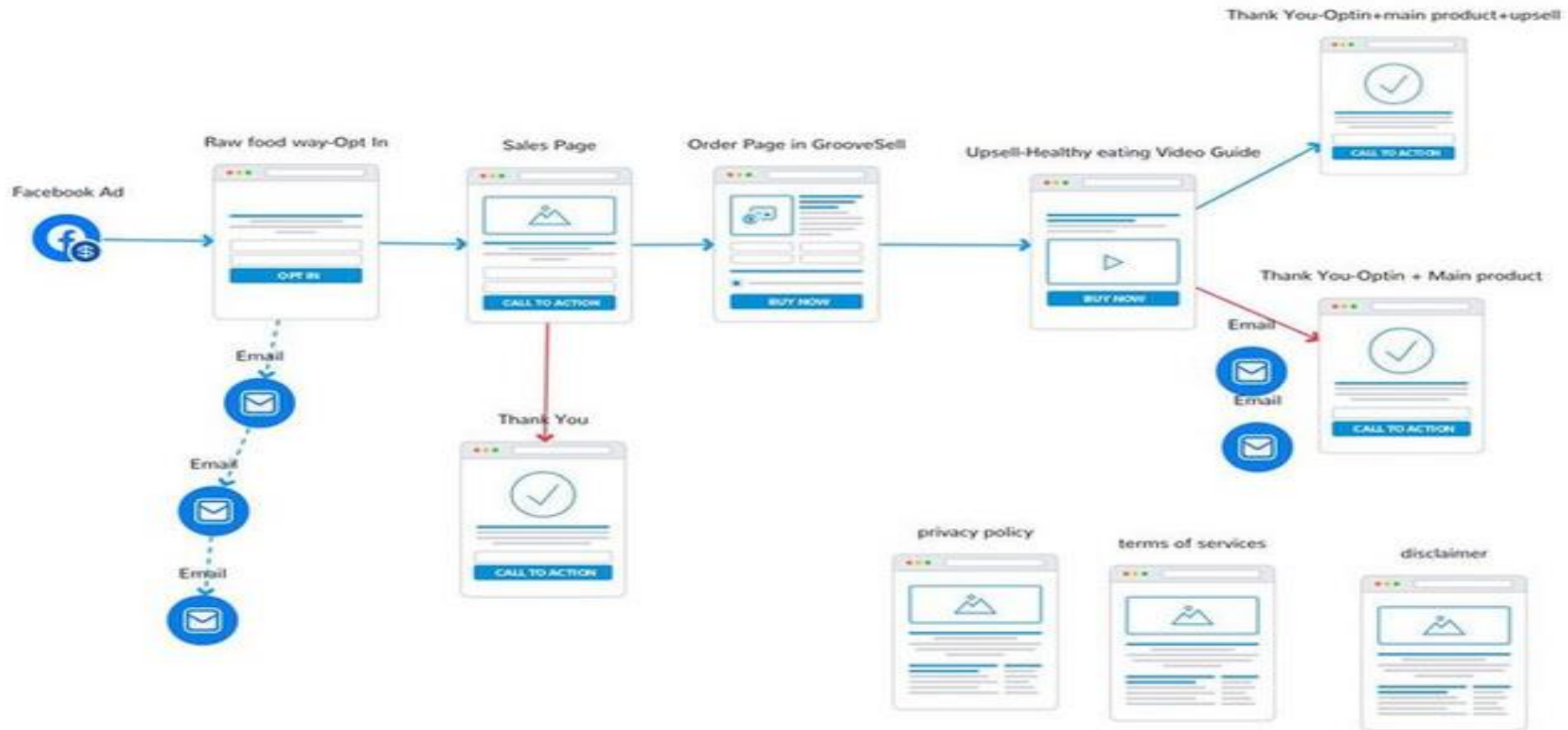
Difference between Sales Funnel and Website

Websites -

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. 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

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.
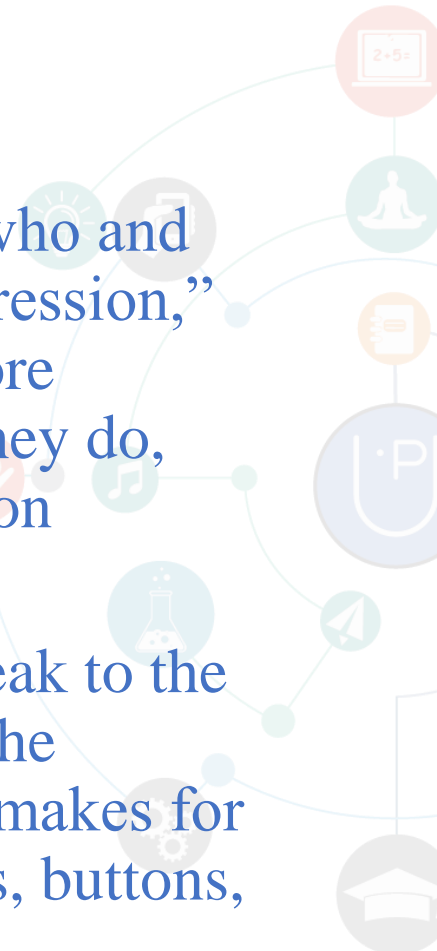
Difference between Sales Funnel and Website

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
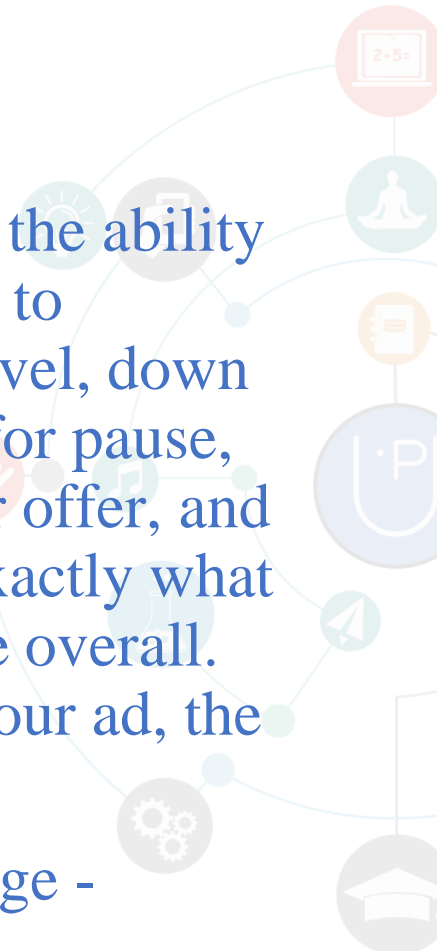
Traffic Blue Print to Your Sales Funnel

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

Traffic Blue Print to Your Sales Funnel

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

Hands on Experience – Practice on the following Sales Funnel and Email Automation tools.

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

Thank You!

Any Questions?