

Welcome to the Module of The Most Demanding Industry Today

P.G. in Digital Marketing

- This step-by-step basic to advance level course, will help you to become Expert in Digital Marketing, Website designing, Video making and Graphic designing
- P.G in Digital Marketing Means you know all 4 things 1) Digital Marketing, 2) Website making, 3) Animated Video Making, Adobe editing 4) Photoshop
- No coding and designing knowledge needed to start

Digital Marketing Fundamentals

01 Marketing Mix

02 What's your objective

03 Inbound vs. Outbound case study

04 Be consistent in marketing

05 Tips and Ideas for Digital Marketing

06 Follow up Marketing

(how to convert Leads into Paid Customers)

Facebook

Level 1

- 1 Fb account or page
- 2 Business Categories
- 3 Asset Preparations
- 4 Create FB Page
- 5 URL
- 6 Get Page Likes
- 7 How to Pin to top
- 8 How to Schedule post
- 9 Create Events on Fb
- 10 How to generate sales from Fb

Level 2

- 11 Ad Performance Metrics
- 12 Ad Component
- 13 Get started with Ad & Ad-Objective
- 14 Set Ad Audience
- 15 Set Ad Budget
- 16 Set Image Ad or Video Ad
- 17 Create form for Lead capture
- 18 Set Account & Billing
- 19 Manage & Edit Ad

Level 3

- 20 Pixel Coding
- 21 Ad Report
- 22 Get Invoice from Fb
- 23 How to use Hootsuit
- 24 Save your time with Hootsuit

Google Adwords

Level 1

- 01 Google Adwords
- 02 Google Ad Types
- 03 How to Create New account
- 04 Tips to rank on 1st Page of Google
- 05 Ad Account Billing
- 06 PPC, CPC, CPM Pricings
- 07 Adword Control
- 08 Adword User Interface
- 09 Keyword Planning
- 10 Create Ad part -1
- 11 Create Ad part-2

Level 2

- 12 Strategy to come on first page
- 13 Bidding Location
- 14 Biding part-2
- 15 Biding strategy for devices
- 16 Conversion tracking code
- 17 Display Ad
- 18 Set YouTube ads
- 19 Benefits of Video Ad
- 20 Advance Google Animated Ads

Level 3

- 21 Re-marketing Strategy
- 22 Remarketing & audience
- 23 Set Remarketing Ad Campaign
- 24 Shared Budget
- 25 Google Analytics

Email Marketing

Level 1

Introduction to Email

- 01 Introduction to Email
- 02 Strategy & Frequency
- 03 How to make people buy from you
- 04 How to add value to your product
- 05 Sales Trigger

Level 2

Learn How to Draft

- 06 Topic mail
- 07 Introduction mail
- 08 Product mail
- 09 Offer mail
- 10 Regret mail
- 11 Reinforcement mail
- 12 regret mail
- 13 Fear Mail

Level 3

Learn How to use Email Software

- 14 How to make Attractive Landing page
- 15 How to Import Leads in Software
- 16 How to Design and Shoot Email

SEO

Level 1

- 1 SEO vs. SEM
- 2 SERP
- 3 Instant Results
- 4 How Search Engines Works
- 5 Steps in SEO
- 6 Domain Name in SEO

Level 2

- 7 Keywords and Phrases
- 8 Mapping
- 9 Keyword tool Google Adword
- 10 SEO Review Tool for Keyword
- 11 Webmaster Tool Keyword Analysis
- 12 Title
- 13 Meta Description
- 14 Meta Keywords

Level 3

- 15 Backlinks
- 16 Link Relevance
- 17 Link Directory
- 18 Guest Post
- 19 Comment
- 20 Testimonial

Level 4

- 21 Submit to Google
- 22 Indexation
- 23 Robots
- 24 Error no. 40s
- 25 XML sitemap
- 26 Breadcrumbs
- 27 Why Hyphens
- 28 Avoid ids
- 29 Absolute URL
- 30 Image Alt Text

Level 5

- 31 www vs. non www
- 32 Permalink
- 33 Install yoast plugin
- 34 Configuration
- 35 Enable features
- 36 Title & Meta
- 37 Social
- 38 XML
- 39 Edit settings as SEO
- 40 Content Analysis

YouTube

Level 1

- 1 How to Create & Verify YouTube Channel
- 2 Webmaster Tool
- 3 Associate website with YouTube channel
- 4 Custom URL
- 5 Channel Art
- 6 How to Upload videos
- 7 Save your time- Set Default Description and Tags
- 8 Eye Catchy Branding
- 9 Welcome Video
- 10 Channel Trailer
- 11 Set Background Music for free

Level 2

- 12 Channel Settings
- 13 Thumbnail
- 14 End Screen Annotations
- 15 Enhancement
- 16 Live stream
- 17 Comments
- 18 Monetization settings
- 19 Analytics
- 20 Analytics in Real Time
- 21 Set YouTube ads part of Google Ad word
- 22 How to Earn Money from YouTube
- 23 How to Set Ad on YouTube

P.G. in Digital Marketing

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Premier pro Editing

- 1 Lights, camera/mobile & shadow
- 2 How to Install Adobe Premier Software
- 3 How to Import assets – image, audio, video
- 4 How to change background
- 5 Creating and Editing Practically
- 6 How to Export and save on system
- 7 How to Compress to decrease size of video
- 8 How to Convert Video format

2

White board Video

- 1 How to Install Software
- 2 Go through assets in software
- 3 Go through Effects features
- 4 Creating Practically
- 5 How to Convert Audio format
- 6 How to add audio / music
- 7 Export and save on system

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PowerPoint Video

- 1 How to import images
- 2 Creating Practically
- 3 Giving Effects to Video
- 4 Adding Audio
- 5 Export and save on system
- 6 Other useful tips

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Website Planning & Developing

Level 1 - Theory

- 01 What is www concept
- 02 http concept
- 03 purpose of website
- 04 types of website
- 05 what kind of website you should have
- 06 user friendly website
- 07 Responsive vs Non responsive

Level 2 - Practical

- 08 First 5 Steps of Website development
- 09 How to Buy Domain and Host it
- 10 How to Build Website Practically
Part 1, 2, 3, 4, 5 & 6.
- 11 Lead Form page
- 12 How to make attractive Landing Page
- 13 Overview
- 14 SEO Tips & Google Analytics
- 15 Integrate Live Chat
- 16 SEO Friendly Content Analysis

Total 6 Different Types of Images Designed Practically for Educational Purpose

- 1 How to use Photoshop basic to advance
- 2 How to Design Creative
- 3 How to Design Logo
- 4 How to Design GIFS
- 5 How to Export image
- 6 How to save as JPG, PNG, GIF.
- 5 How to Resize image for Email Signature
- 6 How to compress Images

Don't worry we are there with you,
You will get Special Mentoring To learn course fast

After 1 Month Mentoring you will have to submit below assignments
Do Assignments at your own Time, own Place & at your own Speed

Once done you will get Course Completion Certificate, 6 Months Job Placement / Strategy to Increase Sales

1. Make 1 word press website SEO friendly
2. Create Landing Page
3. Make 1 video of each 3 segment. White board, Power Point and Chroma
4. Design 1 Logo, Creative, GIF
5. Create Landing Page
6. Do PPC, CPC campaign and get leads
7. Get Likes and Views for Face book and YouTube Channel

Our USP - We are the only Industry Experts who helps you get Return On Investment
because our Goal is Your Success