



**GRAPHICS ERA**

**No. 1 Digital Marketing Services**

# **What is Digital Marketing**



## Module 1- Digital Marketing Overview

**Digital marketing** also known as data-driven **marketing** is an umbrella term for the **marketing** of products or services using **digital** technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other **digital** medium.



## Module 2 - Planning & Creation of Website

### Through Word press :-

Word Press is the most popular **open** source Content Management System (CMS) used in 73 million websites. It is free to install, **deploy**, and upgrade. Thousands of plugins and templates power a flexible and **simple** interface, which reduces cost and deployment time

Continue.....



## **Module 2 - Planning & Creation of Website**

**Through HTML :-** Hypertext Markup Language, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on World Wide Web pages.



## Module 3 – Search Engine Optimisation

**SEO** : - Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (**SERP**) — including Google, Bing, Yahoo and other search engines.



## Module 4 – Search Engine Advertising

In **Internet marketing**, search advertising is a method of placing online advertisements on web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published content.



## Module 5 – Social Media Marketing

**Social media marketing** refers to the process of gaining traffic or attention through **social media** sites. **Social media** itself is a catch-all term for sites that may provide radically different **social** actions. The goal of **SMM** is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.



## **Module 6 :- Lead Generation For Business** (Online & Offline)

**Online lead generation :-** is an Internet marketing term that refers to the generation of **prospective** consumer interest or inquiry into a business' products or services through the Internet.





## **Module 7 :- Content Marketing**

**Content marketing :-** is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.



## Module 8 :- Email & SMS Marketing

**Email Marketing** :- In its broadest sense, every **email** sent to a potential or current customer could be considered **email marketing**. It usually involves using **email** to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.



## Module 8 :- Email & SMS Marketing

**SMS Marketing** :- (short message service **marketing**) is a technique that uses permission-based text messaging to spread promotional messages. To receive **text message** specials, new product updates or more information, customers are usually required to opt in to an automated system by texting an initial short code.



## Module 9 :- Mobile & Web Marketing

**Mobile marketing** :- is promotional activity designed for delivery to cell phones, smart phones and other handheld devices, usually as a component of a multi-channel campaign.

**Web marketing** :- Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.



## **Module 10 :- E-Commerce Marketing**

**Ecommerce Marketing** :- is the process of driving sales by raising awareness about an online store's brand and product offerings. Digital **marketing** for **ecommerce** applies traditional **marketing** principles to a multichannel, data-driven environment.



## Module 11 :- Online Display Advertising

**Display Advertising** :- is a type of **online advertising** that comes in several forms, including banner **ads**, rich media and more. Unlike text-based **ads**, **display advertising** relies on elements such as images, audio and video to communicate an **advertising** message.



## **Module 12 :- Affiliate Marketing**

It is A marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals.



## Module 13 :- Online Reputation Management

**Online Reputation Management (ORM)** :- is about improving or restoring your name or your brand's good standing. This is by countering, weakening or eliminating the negative material found in the Internet – defeating it with more positive material to improve your credibility and customers' trust in you.





## Module 14 :- Google Analytics

**Google Analytics** :- is a web **analytics** service offered by **Google** that tracks and reports website traffic. **Google** launched the service in November 2005 after acquiring Urchin. **Google Analytics** is now the most widely used web **analytics** service on the Internet.



## Module 15 :- Google Webmaster

Google Search Console (previously Google Webmaster Tools) is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites. As of May 20, 2015, Google rebranded Google Webmaster Tools as Google Search Console.



## Module 16 :- Google Adword

**AdWords (Google AdWords)** :- is an advertising service by **Google** for businesses wanting to display ads on **Google** and its advertising network. The **AdWords** program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.



## **Module 17 :- Creating Marketing Strategy**

**Marketing Strategy** has the fundamental goal of increasing sales and achieving a sustainable competitive advantage.

It is plan of action designed to promote and sell a product or service.



## **Module 18 :- Adword & Facebook Certification preparation**

The **Google AdWords certification** is a professional accreditation that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of **AdWords**. An **AdWords certification** allows individuals to demonstrate that Google recognizes them as an expert in online advertising.



## **Module 19 :- How to grab freelancing projects**

A **freelancer** or **freelance** worker is a term commonly used for a person who is self-employed and is not necessarily committed to a particular employer long-term. There are so many website available for Freelancing work and enjoying money. We guide in this module how to grab Freelancing project.



## **Module 20 :- Making Money via AdSense & blogging**

**AdSense** (Google **AdSense**) is an advertising placement service by Google. The program is designed for website publishers who want to display targeted text, video or image advertisements on website pages and earn money when site visitors view or click the ads.

The logo features the number '10' in a large, grey, 3D font with wings. Below it, the word 'TOP' is written in white on a red banner. To the right, the word 'LIST' is written vertically in white on a red banner. The word 'BLOGS' is written horizontally in white on a red banner below 'TOP'.

# 10 TOP BLOGS LIST

## Module 20 :- TOP 10 Bloggers in India and their Blogging Earnings

Name	Website / Blog	Earnings / month*
Amit Agrawal	labnol.org	\$60,000
Harsh Agrawal	shoutmeloud.com	\$34,390
Shradha Sharma	yourstory.com	\$30,000
Ashish Sinha	nextbigwhat.com	\$17,000
Arun Prabhudesai	trak.in	\$4,000
Jaspal Singh	savedelete.com	\$10,000
Varun Krishnan	FoneArena.com	\$20,000
Faisal Farooqui	mouthshut.com	\$80,000
Amit Bhawani	amitbhawani.com	\$14,115
Srinivas Tamada	9lessons.info	\$16,000





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## **Why Digital Marketing Through US**

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