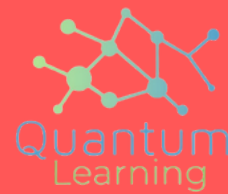




# Digital and Social Media Marketing



## Getting started

- Introduction to Digital Marketing
- Setting up a Website using WordPress
- Knowledge base of HTML 5
- Google Analytics
- SEO
- SEM AdWords
- Facebook Marketing (Includes Page creation and Live Campaign)
- LinkedIn Personal Profile Setup
- Email Marketing
- Affiliate Marketing

## Digital marketing basics

- Demystifying Digital Marketing
- Evolution of Digital Marketing
- Introduction to Digital Marketing Tools
- Market Research using DM techniques
- Analysis of Market Research

## Setting up a website

- HTML VS Wordpress.com VS Wordpress.
- ORG vs WIX How to obtain a domain?
- How to choose correct WordPress Theme
- How to add pages, post, menus, widgets
- How to obtain a premium WordPress theme?
- How to add a premium WordPress theme?

## Understanding HTML 5

- Introduction to HTML 5
- HTML 4 vs HTML 5
- New Tags in HTML 5
- Implement new tags of HTML 5

## SEO (search engine optimization )

- Introduction to SEO
- An overview of SEO
- How to SEO optimize your homepage?
- Verify business in Google Search Console
- improve website speed
- How to take google mobile friendly test?
- Keyword research & strategy
- Brainstorm 1000 keywords and ideas
- How to narrow down keywords using google keyword planner?
- How to assess keywords and choose target keywords? Types of backlinks
- How to get backlinks?
- Maximize links for your SEO Campaigns Local SEO

## SEM Search engine marketing

- Introduction to Google ADS
- Why Google Ads and How does it works?
- Analyze your ppc competition
- Google AD Account setup
- Select the right campaign type
- Bidding strategy
- Targeting Right Audience and Advanced Campaign Setting
- How to choose profitable keywords? Campaign creation
- Ad group creation
- Adding Keywords to Ad Groups
- AD copy writing
- Setting up billing and payment Setting up conversion
- Analyzing real AD Account
- Google ADS Fundamental Mock test



## Facebook marketing

- Why Facebook marketing?
- Facebook page setup
- Write content for FB page
- What to Post?
- Tactics to get FB Likes
- Boost FB Likes
- FB Campaign & Insights

## Linkden marketing

- LinkedIn Account setup & Optimisation
- LinkedIn Connections
- LinkedIn In mail
- LinkedIn Blog
- LinkedIn Groups

## Email marketing

- Why Email Marketing and Introduction to Email Marketing?
- Mail-chimp Account setup
- Add Opt-Ins & POP Ups to your website for free
- Create an Email Campaign with MailChimp
- Writing Subject lines which get opened
- Email marketing Analytics

## Affiliate marketing

- Introduction to Affiliate Marketing
- Find Correct Niche using Flippa.com or Magazine.com
- Setup an Amazon Affiliate Account
- Show Amazon Products on your website
- T&C's of Amazon Affiliation

## Google Analytics

- Introduction to Google Analytics
- Google Analytics Account Setup Installing Tracking Code
- Adding filters to remove internal traffic Navigating google analytics
- Reporting tools for google analytics
- Analyze real time, Audience, Acquisition, Behaviour reports
- Creating campaign and Tagging them Configure goals
- Setup custom alerts



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