

DIGITAL MARKETING



Career **U**

FULL COURSE

**BEST COURSE
FOR BEGINNERS**



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MODULES YOU WILL LEARN

INTRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing
- Traditional VS Digital Marketing
- Overview of Digital Marketing
- Business Model (B2B, B2C, D2C, Freelancing)
- Creating a personal brand plan



WEBSITE PLANNING & CREATION

- Basics of Domain, Hosting, CMS (WordPress)
- Website Structure for business & portfolio
- Landing Pages & CTA optimization
- Build your own website/blog

SEARCH ENGINE OPTIMIZATION

- On-Page SEO
(Keywords, Meta Tags, Content)
- Off-page SEO
(Backlinks, Guest posting, more....)
- Technical SEO
(Sitemap, Mobile optimization)

SOCIAL MEDIA MARKETING (SMM)

- Platforms Overview: Facebook, Instagram, LinkedIn, Twitter, YouTube
- Content creation & Branding
- Engagement Strategies & Community Building
- Influencer Marketing

PAID ADVERTISING (PPC/SEM)

- Google ADs (Search, Display, Shopping, Video)
- Meta ADs (Facebook, Instagram)
- Retargeting & Remarketing
- Budget & Analytics

CONTENT MARKETING

- Content Strategy & Calendar
- Blogging, Copywriting
- Storytelling in Marketing
- Video Content & Reel Strategy
- Repurposing Market

E-MAIL MARKETING & AUTOMATION

- Email Campaign Setup
- List Building Strategies
- E-mail Automation
- A/B Testing
- Spam Score Deliverability

ANALYTICS & REPORTING

- Google Analytics & GA4
- Tracking KPIs (CTR, CPC, Conversion rate)
- Funnels and Goal Setup
- Reporting Dashboard

FREELANCING & CAREER BUILDING

- Building a portfolio & Case Studies
- Upwork, Fiverr, Frelancer.com
- Pricing & Proposal writing
- Resume & LinkedIn Optimization

E- COMMERCE MARKETING

- Selling on Marketplaces
(Amazon, Flipkart)
- Shopify Store Setup
- Product Listing Optimization
- Google Shopping ADs
- Retargeting Strategies

AFFILIATE MARKETING

- Affiliate Program Structure
- Choosing The Right Niche
- Traffic Sources
- Conversion optimization
- Legal & Ethical Aspects

ONLINE REPUTATION MANAGEMENT

- Brand Monitoring
- Dealing With Negative Reviews
- Influencer & PR Strategy
- Crisis Management

BONUS ADD ONS:

- Canva
- ChatGpt
- WhatsApp Marketing
- SiteAudit



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