Digital Marketing – Complete Course

Course Duration: 24 hours

Course Overview:

Target Audience:

Module 1: Introduction

- **Course Overview**
- **Best digital marketing tools to go viral**
- **Course resources**
- **FAQ's**
- **Tip to finish the course in half the time**

Module 2: Market Research

- **Market Research intro**
- **How to find target audience**
- **How to get responses to the survey**
- **How to analyse survey results**
- **How to get valuable feedback without sending a survey**
- **Market Research - Assignment**

Module 3: Make a website

- **Why use Wordpress Vs. Wix, Weebly etc?**
- **Wordpress.com Vs. Wordpress.org**
- **How to make a website in 10 mins**
- **How to set up a business email in 5 mins**
- **How to add domain email to Gmail**
- **How to activate free SSL certificate**
- **How to verify WHOIS information**
- **Assignment – Setup a website**

Module 4: Email Marketing

- **Why market your business with email**
- **How to create a MailChimp account for free**
- **Can Gmail be used to send emails instead of MailChimp**
- **How to Add Opt-Ins & Pop Ups to your website for free**
- **How to write email subject lines that get opened**
- **How to create email campaign with mailchimp**

- **Email marketing analytics**
- **Assignment – email marketing**

Module 5: Copywriting

- **How to write faster with AI**
- **Define copywriting**
- **AIDA**
- **Tips for writing magnetic headlines**
- **Flipping features into benefits**
- **Tips to create an irresistible call to action (CTA)**
- **Like your customers talk**
- **Assignment – copywriting**

Module 6: Search Engine Optimization (SEO)

- **Overview of SEO**
- **5 SEO metrics to measure SEO performance**
- **How to SEO optimise the homepage**
- **How to add website to google search console**
- **How to improve website performance and speed**
- **How to take the google mobile friendly test**
- **How to do keyword research: steps and strategy**
- **How to quickly brainstorm 1000's of keyword ideas**
- **How to narrow down the keyword list**
- **How to assess keyword competition and choose target keywords**
- **How to write title tags search engines love**
- **How to skyrocket click through rate with meta descriptions**
- **How to appear in the google image search results**
- **Copy optimization: heading tags, outgoing and internal links etc**
- **The types of backlinks that matter and how to get them**
- **How to create content that generates links & social shares on autopilot**
- **How to leverage authority websites and top of the search results**
- **Poster boy formula – build traffic, backlinks and valuable relationships**
- **QnA**
- **Local SEO: how to rank your local business in google**
- **Assignment - SEO**

Module 7: YouTube Marketing

- **Overview of YouTube marketing**
- **How to create a personal or brand YouTube channel**
- **Increasing YouTube subscribers by 400%**
- **Strategies of YouTube marketing**

- **How to record and edit YouTube videos**
- **How to find YouTube ideas with competitor analysis**
- **How to find video ideas with keyword research**
- **How to rank videos higher with YouTube SEO**
- **How to add custom thumbnails to get more views**
- **How to make eye catching thumbnails for free**
- **How to make a YouTube banner for free**
- **How to add YouTube cards to get more views**
- **How to add YouTube end screens to get more views**
- **How to use YouTube comments to get more views**
- **How to monetize your YouTube channel**
- **How to use YouTube analytics to get more views**

Module 8: Facebook Marketing

- **Why marketing on Facebook is important**
- **Facebook page setup**
- **Facebook icon & cover image**
- **Facebook – what to post**
- **How to get first page likes**
- **Secret ways to boost page likes**
- **Facebook competitions and contests**
- **Facebook groups**
- **Facebook Live**
- **Manage multiple Facebook Pages**
- **Facebook comments and reviews**
- **Facebook insights**
- **Assignment: Facebook marketing**

Module 9: Twitter Marketing

- **Twitter profile setup**
- **Twitter accounts to follow**
- **Twitter profile optimization**
- **Twitter features**
- **Twitter – what to post?**
- **Twitter followers**
- **Twitter hashtags**
- **Twitter polls**
- **Pinned tweets**
- **Twitter customer acquisition**
- **Twitter @mention influencers**
- **Twitter on your website**
- **Twitter analytics**
- **Assignment – Twitter marketing**

Module 10: Quora Marketing:

- **Why to market business on Quora**
- **Quora marketing strategy**
- **Quora account setup**
- **Quora account optimization**
- **Build a list of questions to answer**
- **Format your answers for maximum clicks**
- **Quora promotion**
- **Find blog post ideas with Quora**
- **Quora business page setup**
- **Quora analytics**
- **Assignment – Quora marketing**

Module 11: Google Adwords / Ads

- **Why market your business with Google Ads**
- **How Google Ads works**
- **Analyze your PPC competition**
- **Google Ads account setup**
- **Select the right campaign type**
- **Target your audience**
- **Determine bids and budgets**
- **Advanced campaign setting**
- **Profitable keywords**
- **Ads that grab attention**
- **Assignment – Google Ads**

Module 12: Google Analytics

- **Terms related to Google Analytics**
- **Overview of Google Analytics**
- **Google Analytics demo account**
- **How to set up Google Analytics & install the tracking code on your website**
- **How Google Analytics works**
- **How to add backup views**
- **How to add filters to reporting views**
- **How to set up goals in Google Analytics**
- **How to set up e-commerce tracking in Google Analytics**
- **Main tools for analysis**
- **How to analyse real time reports**
- **How to analyse audience reports**
- **How to analyse behaviour reports**
- **How to analyse with segments**
- **How to track marketing campaigns with campaign tagging**

- **How to use benchmarking reports to grow a business**
- **How to set up custom dashboards for in-depth analysis**
- **How to set up event tracking in Google Analytics**
- **How to set up custom alerts for traffic spikes / drops**
- **How to remove spam traffic for Google Analytics**
- **Use Machine Learning to understand your data**
- **How to manage multiple Google Analytics accounts**
- **How to link Google Adwords to Google Analytics**
- **Assignment - Google Analytics**

Module 13: Instagram Marketing

- **Instagram business account setup**
- **Follow these Instagram accounts**
- **Instagram profile image**
- **Instagram bio**
- **Instagram content creation**
- **Instagram reposting**
- **Instagram followers hack**
- **Instagram hashtags**
- **Instagram stories**
- **Instagram @mention influencers**
- **Instagram spam**
- **Instagram analytics**
- **Shopping on Instagram**

Module 14: Pinterest Marketing

- **Why market your business on Pinterest?**
- **Pinterest account setup**
- **Pinterest accounts to follow**
- **Pinterest account optimization**
- **Pinterest account verification**
- **Pinterest boards**
- **Pinterest followers**
- **Pinterest chrome extension**
- **Pinterest graphics**

Module 15: LinkedIn Marketing

- **LinkedIn account setup and optimization**
- **LinkedIn connections hack**
- **LinkedIn Inmail hack**
- **LinkedIn viral posts**

- **LinkedIn blog traffic**
- **LinkedIn groups**
- **LinkedIn company setup page**
- **LinkedIn Ad Credits ($50 free)**

Module 16: Facebook Ads

- **Keys to Facebook advertising success**
- **Facebook success stories**
- **How to set up an advertising account**
- **Boost post Vs Ad Create Tool Vs power editor**
- **Key Ad policies (Facebook & Instagram)**
- **Facebook Ad structure**
- **Create your first Ad – choose a campaign objective**
- **Targeting by location & demographics**
- **Targeting by interests**
- **Targeting by behaviours and connections**
- **Ad placements**
- **Budgets**
- **Ad creative**
- **Write your winning Ad**
- **Place Ad order**
- **Key advertising terms**
- **Ad reporting**
- **How to build your billing summary**
- **Facebook pixel**
- **Website custom audience**
- **Email list custom audience**
- **Page engagement custom audience**
- **Video views custom audience**
- **Lookalike audience**
- **Page likes with custom audience**
- **Video Ads**
- **Lead Ads**
- **Instagram Ads**
- **Dynamic Ads for commerce**
- **Collection Ads for commerce**
- **Canvas Ads**
- **Offer claim Ads**
- **Local awareness Ads**
- **Event response Ads**
- **Power editor**
- **Easy split testing with power editor**
- **Bulk manage with power editor**
- **Business manager**

- **Business manager – roles and permissions**
- **Custom conversions and standard events**
- **Facebook marketing partners**
- **Facebook Ads for business**

Module 17: App Marketing

- **App store market research**
- **Ways to promote App**
- **Facebook Ads**
- **Google Ads**

Module 18: Old Content

- **Access old content**