

Digital Marketing Advanced Certification Program (with Internship)

Course Code: DM-05/DMACP

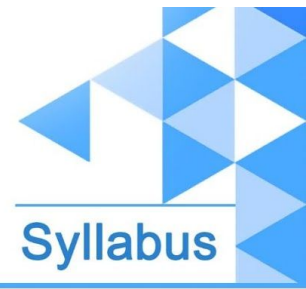
Duration: 3 - 4 Months

Digital Marketing Advanced Certification Program Syllabus

Course Overview

This is a full fledged practical oriented course which covers entire aspects of Digital Marketing along with its live internship. The course comprises following 5 different modules which will cater the learner to a Digital marketing Professional.

1(A). Social Media Marketing Professional	+Internship
1(B). Advanced Certification on Social Media Marketing	
2. Search Engine Optimization (SEO)	+Internship
3. Content Marketing Course	
4. Affiliate Marketing Course	
5. Google Ads Mastery Course	

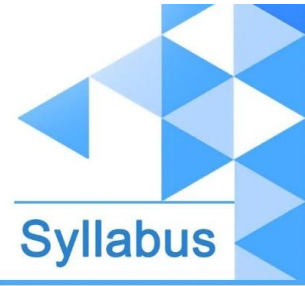


Along with the course, the learner will be able to grab following certifications to value add his / her Digital Marketing profession

Google Analytics Certificate	Google Digital Unlocked Certificate
Google AdWords Fundamentals Certificate	Search Advertising Certificate(Google)
Display Advertising Certificate(Google)	Mobile Advertising Certificate(Google)
Video Advertising Certificate(Google)	Google My Business Certificate
HTML Certificate	Inbound Marketing Certificate(Hubspot)
Social Media Marketing Professional Certificate (IPSR)	Advanced Certification on Social Media Marketing (IPSR)
Search Engine Marketing (SEO) Certificate (IPSR)	Affiliate Marketing Course (IPSR)
Content Marketing Certificate (IPSR)	Google Ads Mastery Course (IPSR)
3 - 4 Months Internship (Experience) Certificate from IPSR	

What you'll learn

- ✓ You will learn how to use dozens of proven digital marketing strategies
- ✓ Learn social media marketing using all of the most popular social media platforms to grow your business
- ✓ You will improve your brand identity and grow your brand's audience
- ✓ You will grow your Website traffic, Subscriber Count, and Social Media following



- ✓ You will increase conversions and sales with real world techniques
- ✓ You will go from a relative beginner to being very intelligent about your SEO
- ✓ Use Google Business to benefit your local business and help your Search Engine Optimization

Course Description

You're looking for a **complete digital marketing course** to teach you everything you need to become a digital marketing expert, right?

You've found the right digital marketing course!

You'll learn the proper techniques and strategies for each section. Then you'll see how these strategies are used in the real world. Finally, you'll take action yourself, and see real results!

NOW IS THE TIME TO START USING DIGITAL MARKETING & SOCIAL MEDIA MARKETING TO GROW YOUR BUSINESS!

Whether you're completely brand new to all of these topics, or you use a few of them, now is the perfect time to take action. Start now so that you can take advantage of the skills you learn to grow your business!



Course Outcomes (COs)

On successful completion of this course and internship, the learner will be able to:

CO1: Create business growth by doing promotions through various social media platforms like Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest and Telegram.

CO2: Apply Google Ads, Google my business, Content Marketing, Search Engine Marketing, Email Marketing, and Search Engine Optimization including the process of organically driving traffic to websites with keyword management and research, on-page and off-page optimization, link building, URL building, SEO analytics.

CO3: Evaluate and choose appropriate web analytics tools and techniques; Launch a new, or evolve an existing, career path in Digital Marketing.

CO4: Become an Influencer / Freelance Marketer / Youtuber / Affiliate Marketer / Blogger.
Create your own website for Blogging / Affiliate Marketing etc.; Monitor / do themselves the digital marketing activities of their own business.

Who this course is for:

- ✓ Entrepreneurs, Business Owners, Bloggers, YouTubers, Social media fans
- ✓ Website owners who want to increase web traffic, conversions, and sales
- ✓ Business owners who want to use digital marketing (social media, content marketing, YouTube, and many other strategies) to grow their business

- ✓ Job seekers or those who want to migrate / boost their career in Digital marketing
- ✓ Anyone wanting to do your own marketing

Course content

+ Digital marketing Introduction

Module 1A: Social Media Marketing Professional

+ An overview of Social Media Marketing

- + What is Social Media and the broadening scope of Social Media
- + Social Media Statistics
- + Social Media Marketing Strategy
- + Impact of Social Media on SEO

+ Facebook: What You Need to Know

- + Introduction to Facebook
- + Creating an Account in Facebook
- +Creating a Facebook Business Page
- + Facebook Page Optimization
- + Where to find free images
- +Create Your own cover image
- +Adding Call to Action Button To Page
- +Rich About section
- +Adding Business Story



- +Creating Facebook Page Username
- + Facebook Live
- +Facebook Contest
- +Easy 4 step Facebook Business Page Contest
- +Examples and Ideas For Facebook Contests
- +Facebook Groups
- + Membership Questions, Group Privacy, Manage Notifications, Membership Approvals
- +Customizing Facebook Groups: Web Address, Group Colour, Badges
- +Facebook Poll
- + Influencer Marketing Case Studies using Facebook and Instagram
- + How to Develop Your Business through Facebook
- + Difference Between Facebook Profile and Facebook Page
- +Build Your Facebook Business Page the Right Way
- +Advertisement Friendly Post
- +Making Video
- + Best Time to Post on Facebook
- +Facebook Insights: Overview, Likes, Reach, Page Views, Actions on Page, Posts and Events
- +Watch Competitors Page with Pages to Watch Tool
- +Setting Up Automated Response
- +Do's and Don'ts for a Successful Business Page
- + Successful Case Studies on Facebook
- + A Successful Study on How to Make Money Through Facebook
- + **Social Media Optimization Checklist for Facebook**



+ **Introduction to Instagram Marketing**

- + How to create an account on Instagram?
- + Instagram Marketing for Brands and For Influencers
- + Why Instagram Marketing is important?
- + Instagram Algorithm
- + How to Become an Influencer on Instagram
- + Importance of Instagram Stories
- + Instagram Highlights
- + Posting on Peak Hours
- + Building Relationship with Your followers
- + Hashtags
- + Things to know about Instagram Influencers
- + Finding Brands to Work with
- + Killer Template to Approach Brands on Instagram
- + Instagram Analytics
- + **Instagram Booster Strategy 1: A Successful Case Study on Instagram**
- + **Instagram Booster Strategy 2: How to Make Money Through Instagram Marketing**
- + **Social Media Optimization Checklist for Instagram**

+ **Youtube**

- + Youtube Introduction
- + Some of the Interesting Videos on Youtube
- + Advantages of Youtube
- + Highest Paid Youtuber
- + Youtube Interface

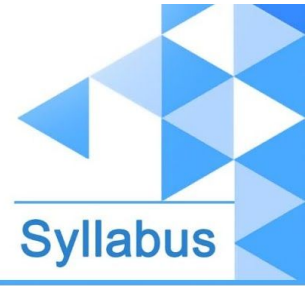


- + Changing Your Channel Art and Profile Picture
- + Youtube Analytics
- + How to Upload a Video on Youtube
- + Adding End Screen and Cards
- + Youtube SEO
- + Title, Description, Tags and Thumbnails
- + How to create a Channel on Youtube
- + How to Build and Optimize Youtube Channel
- + Organizing Home Page Content
- + Why and How to Create Youtube Playlist
- + Adding Playlist to Home Page
- + Fill out Your About Section
- + Different Videos for Returning Subscribers Vs New Visitors
- + Tools to identify the best niche areas for starting your own channel
- + Questions to Ask to Yourself Before Starting a Youtube Channel
- + How to make Money Through YouTube
- + Tools to Identify Trending Topics on Youtube
- + Best Tool for Youtube SEO
- + Youtube Tag Generators
- + Youtube Monetization Criteria
- + Engagement Signals
- + **YouTube Booster Session:** How to become an Influencer on YouTube
- + **Social Media Optimization Checklist for Youtube**



+ **Pinterest**

- + Pinterest :The BEST driver of TRAFFIC!
- + What is Pinterest
- + Terms used in Pinterest
- + Pins and Boards
- + Advantages of Pinterest
- + Setting up a Pinterest Business Account
- + Enabling Rich Pins on Pinterest
- + Different Types of Rich Pins
- + How to Create a Vertical Pin for Pinterest Using Canva
- + How to Publish a Pin On Pinterest
- + Pinterest SEO
- +Why Pinterest SEO is Important
- + Making Your Pinterest Account Ready for SEO
- + Pinterest SEO Traffic Factors
- +Pin Title, Description and URL
- + Board Title, Description and URL
- + Pinterest Group Boards
- +Different Methods to Find Group Boards on Pinterest
- +Killer Email Template to Join Group Boards
- +How to Create a Board on Pinterest
- +Keyword Optimized Board Names
- +Place to Find Great Ideas for Board Titles
- +Keyword Research on Pinterest
- +Best Pinterest Keyword Research Tools



+ A Step-By-Step Roadmap of Ranking your Pins High on Pinterest

+ **Twitter**

- + Twitter Introduction
- +What is a Tweet
- +Twitter Handle
- +Interesting Twitter Statistics You Need to Know
- +Twitter Trends
- +Profiles You need to follow on Twitter as a Digital Marketer
- +Creating an Account on Twitter
- + Setting up your Profile on Twitter
- +Different Types of Tweets on Twitter
- +How to Upload Photos on Twitter
- +Creating Multiple tweets on Twitter at a Stretch
- +Handling Multiple twitter Accounts in one Browser
- +Twitter Analytics
- +Twitter Settings and Privacy
- +Creating a Large Thumbnail on Twitter
- +Twitter Cards
- +Pinning a Tweet
- +Design and upload a Website Video Card on Twitter
- +Creating a List on Twitter
- +How to get Your First 100 Followers
- +How to get Twitter Traffic?
- +Twitter Tools For Better Marketing



+ **Social Media Optimization Checklist for Twitter**

+ **LinkedIn Marketing**

+ An Overview on LinkedIn

+Benefits of LinkedIn Network

+LinkedIn Interface

+ Create LinkedIn Profile

+ **Optimize LinkedIn Profile**

- What kind of Profile Photo you should Use
- What kind of Background Image you should Use
- Create a Memorable Headline
- Craft an Amazing Summary for your LinkedIn
- Skills and Endorsements

+ Recommendations in LinkedIn

+Accomplishments

+ LinkedIn Groups, Jobs and Networks

+ Creating New Connections

+ Posting Content in Profile

+ How to Create an Awesome Company Page

+ LinkedIn Page Postings

+ **Social Media Optimization Checklist for LinkedIn**

+ **Must Know Social Media Marketing Tools**

+ Social Media Automation Tools

+ Keyword Research Tool



- + Tools for Designing
- + Video Editing Tools
- + URL Shortening Tools

+ Do It Yourself (DIY)

- + Live tasks and assignments / Projects on Facebook
- + Live tasks and assignments / Projects on Instagram
- + Live tasks and assignments / Projects on Twitter

+ Bonus Session

- + Live sessions by Influencers / SMM succeeders
- + You Ask Questions... Mentor Answers Them!

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Advanced Certification on Social Media Marketing

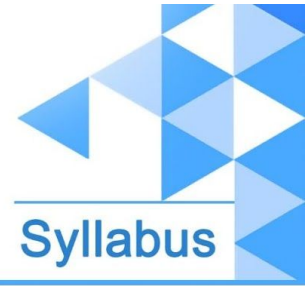
+ Facebook: Know about Facebook Ads

- + Introduction to Facebook Ads
- + The Basics of Facebook Ads
- + Facebook Ad Structure
- + Page Transparency and Ad Library
- + Facebook Vocabulary you need to know



- + Custom Audience on Facebook Ads
- + Lookalike Audience on Facebook Ads
- + Facebook Pixel
- + Install the Facebook Pixel
- + Different ways of creating an Ad on Facebook
- + Facebook Business Manager
- + Why Facebook Business Manager is Important?
- + Different Types of Ads
- + Ads Manager
- + Level 1 of Facebook Ads - CAMPAIGN
- + Level 2 of Facebook Ads - AD SET
- + Level 3 of Facebook Ads - AD
- + Types of Facebook Campaigns
- + Creating a Traffic Campaign Ad
- + Facebook Audience Insights Tool
- + How to Refer Facebook Ads for Better Ad Creation
- + Things to Consider before creating an Ad
- + Where to find Free images for your Facebook Ads
- + Checklist for Creating Facebook Ads

- + **LinkedIn: Know about LinkedIn Ads**
 - + Different ways to create linkedin Ads
 - + Creating a LinkedIn Ad Account
 - + Creating LinkedIn Campaign Groups
 - + Creating LinkedIn Campaigns



- + Campaign Objective Selection: Awareness, Consideration, Conversions
- + Target Audience Selection: Using Templates and Manually
- + Audience Attributes and Matched Audiences
- + Different Types of LinkedIn Ad Formats
- + LinkedIn Ad Placement
- + Ad Budget, Schedule and Bid Types
- + Setting Up LinkedIn Ads
- + Ad Review and Launch
- + How to Add Payment option to LinkedIn Ad Account
- + LinkedIn Insight Tags
- + Different Options to Install LinkedIn Insight Tags
- + Creating Audience on LinkedIn: Uploading Contacts, Retarget by Website, Lookalike Audience
- + Checklist for creating LinkedIn Ads

- + Instagram: Know about Instagram Ads**
 - + Introduction to Instagram Ads
 - + Why advertise on Instagram?
 - + Instagram Ads Vs Facebook Ads
 - + Types of Instagram Ads
 - + Photo Ads, Shopping Ads, Video Ads, Carousel Ads and Stories Ads
 - + Native Stories Carousel Ads and Expandable Stories Carousel Ads
 - + Interactive Ads and Collection Ads
 - + Best Practices for Instagram Ads
 - + Creating Instagram Ads through Facebook Ads Manager
 - + Creating Instagram Ads without Facebook



+ Instagram Ads Checklist

+ Youtube: Know about Youtube Ads

+ Introduction to Youtube Ads

+ Different Types of Ads on Youtube

+ TrueView Discovery Ads

+ Pre Roll Ads

+ Bumper Ads

+ Paid Youtube Video Ads via Google Ads

+ Youtube Channel and Google Ads Account Linking

+ Campaign Goals and Campaign Type

+ Creating Skippable Video Ads

+ Different Inventory Types and Which one to Select

+ Excluded Types and Labels

+ Ad Extensions: Sitelink Extensions

+ Frequency Capping: Cap impression frequency and Cap view frequency

+ AD Schedule

+ AD Group

+ Demographics and Audiences

+ Keywords, Topics and Placements

+ Ad Previews

+ Creating a Youtube AD with the lowest Money Possible

+ Youtube Optimization Checklist

+ **YouTube Booster Session:** How to make Money Through YouTube

+ Pinterest: Know about Pinterest Ads



- + Pinterest Ads Introduction
 - + Why Pinterest Ads?
 - + Examples of Pinterest Ads
 - + Features of Pinterest Business Account
 - + How to Create an Ad on Pinterest?
 - + Selecting Objective of Your Ad Campaign
 - + Targeting Audience for Ads
 - + Using Pinterest Keyword Research Tool
 - + Optimization and Delivery
 - + Rules to Follow While Creating Pinterest Ads
 - + Pinterest Tags: Base Code and event Tags
 - + Tracking Conversions on Pinterest Ads
 - + Pinterest Ads - Create Amazing Pins for Promoted Pins
 - + Pinterest Ads - How to Create Promoted Pins
 - + Pinterest Audiences
 - + Pinterest for SEO: The BEST driver of TRAFFIC!
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- + **Twitter: Know about Twitter Ads****
 - + Introduction to Twitter Ads
 - + How to Create a Twitter Ad
 - + Twitter Ad Structure
 - + Twitter Campaign Objectives
 - + Twitter Ad Groups
 - + Targeting and Creatives
 - + Audience Features: Keywords, Events, and Interests



- + Twitter Cards: Website Card and App Card
- + Designing Twitter Card using Canva
- + Twitter Analytics

+ **WhatsApp Business**

- + Introduction to Whatsapp and why it's important to your business!
- + Why you should definitely use WhatsApp for your Business today
- + Whatsapp Vs Whatsapp Business
- + How to Install Whatsapp Business
- + Introducing Whatsapp Business Interface
- + Adding Items to Whatsapp Business Catalogue
- + Creating Whatsapp Business Profile
- + Business Settings in Whatsapp Business
- + Adding Email, Website and Working Hours
- + About in Whatsapp Business
- + Catalogue in Whatsapp Business
- + Whatsapp Business Statistics
- + Shortlink in Whatsapp Business
- + Setting up default message in Whatsapp Business
- + Setting Up Away Message, Schedule and Recipients
- + Setting Up Greeting Message in Whatsapp Business
- + Setting Up Quick Replies in Whatsapp Business
- + Labels to organize your customers and chats

+ **Telegram**



- + An Overview on Telegram
- + Why you should use Telegram
- + Advantages of Telegram
- + Installing Telegram App
- +Telegram Interface
- +Telegram Channels
- + Autoplaying Videos and Rich Media
- +Podcasts and Quick Sharing
- +Quiz-Style Polls and Discussion Groups
- +View Counters and Detailed Statistics
- + Scheduled and Silent Messages
- +Pinned Messages and Hashtags
- +Subscriber Privacy
- +Extra Admins and Admin Signatures
- +Editing and Deleting Messages
- + How to Create a Telegram Channel

- + **Do It Yourself (DIY)**
 - + Live tasks and assignments / Projects on Pinterest
 - + Live tasks and assignments / Projects on LinkedIn
 - + Live tasks and assignments / Projects on YouTube
 - + Live tasks and assignments / Projects on Whatsapp Business

- + **Bonus Session**
 - + Live sessions by Influencers / SMM succeeders

- + Inspiring Case studies
- + You Ask Questions... Mentor Answers Them!

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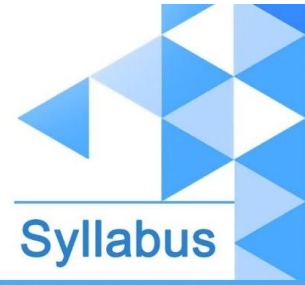
Search Engine Optimization (SEO)

+ HTML Basics to Refresh Your Knowledge

- + HTML Introduction
- + What is HTML
- + HTML Web page structures
- + Headings
- + Paragraphs
- + Images
- + Live Preview Feature
- + **HTML Certification**

+ Make A Website with WordPress

- + Why Use Wordpress vs. Wix, Weebly etc?
- + WordPress Installation
- + How to Add Pages, Post, Menus & Widgets
- + How to Add a Premium Wordpress Theme
- + How to Improve Your WordPress Security with Plugins
- + What is Yoast SEO
- + Yoast SEO Plugin Installation & Configuration



+ How to Activate Your Free SSL Certificate in 1 Click!

+ **Assignment #1- Set Up a Website**

+ **Assignment #2- Copywriting (2 - 3 Posts)**

+ **Introduction to SEO**

+ SEO Introduction?

+ Importance of SEO

+ What is Search Engine, How Search Engine Works?

+ Major Search Engines?

+ SEO: Pros & Cons

+ **Types of SEO**

+ Types of SEO

+ SEO Hats

+ White Hat SEO

+ Grey Hat SEO

+ Black Hat SEO

+ **Keyword Research (How to Find Low-Competition, High-Converting Keywords)**

+ Introduction to SEO keyword research & starting to do keyword research

+ **Types of Keywords for the Best Results**

- Short Tail Keywords

- Medium Tail Keywords

- Long Tail Keywords



- + What is Keyword Density?
- + Performing Keyword Research
- + Competitor Analysis Overview
- + Google Keyword Planner: How to Use Data to Choose the Best Keywords
- + CHECKLIST for how to place keywords on a page as part of on-page SEO

+ **Google Analytics Tool for Analysing Your Site Performance**

- + Introduction
- + Google Analytics Overview
- + Setup Google Analytics on ALL websites
- + **Understanding full reports**
 - How to Use Real Time Reports to See Reactions to Your Marketing Campaigns
 - How to Use Audience Reports to Pinpoint Your True Fans
 - How to Use Acquisition Reports to Find the Source of Highest Quality Traffic
 - How to Use Behaviour Reports to Keep People on Your Site Longer
 - How to Track Marketing Campaigns with Campaign Tagging (URL Builder)
- + Conclusion
- + **Assignment - Google Analytics Account Creation / Verification and Complete the Steps**

+ **Webmaster SEO Tools to Check search Performance, Crawling & Index Status**

- + Setting up your Webmaster Tools for SEO
- + Creating your sitemap.xml for SEO



- + Troubleshooting crawling errors for SEO
- + Submitting new URLs and checking for page status and indexing for SEO
- + Where your pages are ranking and page/query performance in SEO
- + **Assignment - Webmaster Account Creation / Verifying and Complete the Steps**

+ **On-Page SEO**

- + On-page SEO section introduction

+ **On-page Factors**

- Title Tags
- Meta Description
- Heading Tags (H1-H6)
- URLs and URL Structure
- Image alt Tag for SEO
- Canonical Tag
- Robots.txt
- Internal Links: Interlink your own pages for an SEO boost
- Content Writing: SEO Friendly Content Writing (Insert Keywords in it)
- Anchor Text
- HTML Sitemap Creation
- XML Sitemap Creation
- Why is Alexa?
- Alexa Integration

- + **Image SEO: Image Name, Image Title, Image Alt, Image Size Compression**

- + **SEO Plugins**



- Rankmath SEO Plugin

- Yoast SEO

+ Duplicate Content

- What is Duplicate Content?

- Fixing Duplicate Content

- Fixing Grammatical Issues

+ Technical SEO

- Technical SEO Introduction

- Importance of Mobile Responsiveness

- Faster Page Load Speeds & Optimization

- Reduce Image Size for Faster Loading

- Caching Plugins for Wordpress SEO

+ Off-Page SEO

- + Off-page SEO section introduction

- + What is Page Rank? How to Improve PR?

- + What is Moz Domain Authority / Page Authority? How to Improve DA / PA?

+ Off-Page SEO & Link Building

- What are Backlinks?

- Why are Backlinks Important for SEO Ranking?

- Other SEO Backlink Strategies

- How to Get Backlinks?

- Do follow vs. no follow links for SEO

+ Other Off-Page SEO Strategies

- Directory Submissions



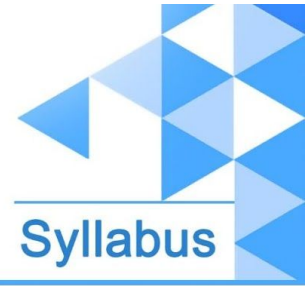
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking

+ Search Engine Algorithm Updates

- + What are Search Engines Algorithms?
- + How Algorithms Work?
- + Why a Search Engine needs to update its Algorithm?
- + Search Engine Penalties and Recoveries
- + Why a Search Engine penalizes a Website?
- + RankBrain
- + What is Google EMD Update?

+ Local SEO & Google Map Ranking

- + Introduction to Local SEO
- + Local Searches
- + NAP
- + Google Mybusiness: How to get on the Google map SEO search results



+ **Google SEO Rich Snippets**

- + Introduction to Rich Snippets
- + Rich snippets vs Normal snippets
- + What is Microdata? How to Get it?
- + Schema Markup Validator
- + Schema and HTML Microformats Examples for SEO

+ **SEO Audit & Competitor Analysis**

- + What is SEO Audit? Why Important?
- + How to Perform an SEO Audit?
- + What is Competitor Analysis & Why is Important?
- + How to Perform an SEO Competitor Analysis?
- + Identifying Your SEO Competitors

+ **Tools**

- + SEO Audit Tool
- + Keyword Research Tools
- + Plagiarism Checker Tools
- + Word Counter Tools
- + Website Speed Analysing Tools
- + Mobile Friendliness Checker Tools
- + Broken Link Checker Tool
- + DA PA Checker Tool
- + Image Compression Tool



- + Rank Checker Tool
- + Microdata Validator Tool
- + Website Analysis Tools

+ Do It Yourself (DIY)

- Live tasks and assignments / Projects on WordPress Website Creation
- Live tasks and assignments / Projects on Keyword Research
- Live tasks and assignments / Projects on SEO friendly Content Writing
- Live tasks and assignments / Projects on On-Page Optimization
- Live tasks and assignments / Projects on Off-Page SEO

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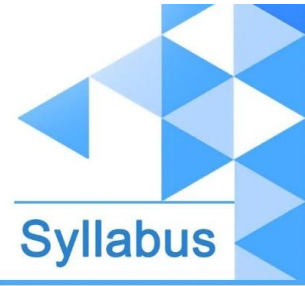
Google Ads Mastery Course

+ Introduction to Google ADs

- + We Help you Discover the Secret To Google ADs Success
- + New Google ADs VS Old Google AdWords
- + How to create your account from scratch
- + Google ADs & Payment Settings

+ Google ADs Search & Quality Score

- + Quality Score = less Money & Better Ranking
- + Google ADs -Tree- Campaigns, Ad Sets, Ads



+ **Keyword Research for Google Ads Search**

- + Target Keywords
- + How to Use Keyword Planner
- + How to Select the Right Keywords

+ **NEW Google Ads Search - Step by Step how to Create a Successful Search Campaign**

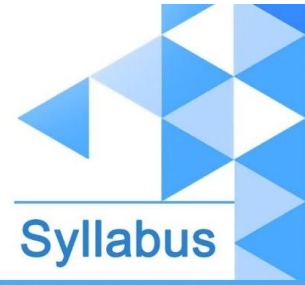
- + Let's Get Started - Search Network Only
- + Professional Accurate Location Targeting
- + Choose the best Bidding Option
- + Target Specific Audiences
- + Select the Right Ad Extensions
- + How to Increase Quality Score
- + How to increase CTR (Click Through Rate)
- + Optimization & Advanced Settings
- + Create Ad Groups & SKAGs
- + How to Create Ads that Sell

+ **Responsive Search Ads**

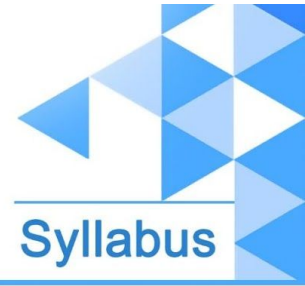
- + How to Create Responsive Search Ads
- + Check Stats of Responsive Search Ads
- + Benefits & Tips

+ **Dynamic Keyword Insertion Ads & Strategy**

- + How to use Dynamic Keyword Insertion Ads



- + Combine Dynamic Keywords & Landing Pages
- + Example of Use of Dynamic Keywords & Landing Pages
- + **Examples of Successful Ads & How to Create Them**
- + **Google Analytics Tool for Analysing Your Site Performance**
 - + Introduction
 - + Google Analytics Overview
 - + Setup Google Analytics on ALL websites
 - + **Understanding full reports**
 - How to Use Real Time Reports to See Reactions to Your Marketing Campaigns
 - How to Use Audience Reports to Pinpoint Your True Fans
 - How to Use Acquisition Reports to Find the Source of Highest Quality Traffic
 - How to Use Behaviour Reports to Keep People on Your Site Longer
 - How to Track Marketing Campaigns with Campaign Tagging (URL Builder)
 - + Conclusion
- + **Google Ads and Google Analytics**
 - + Check your Campaigns in Levels
 - + How to Connect Google Ads with Google Analytics
 - + Compare your Campaigns to find the best one
 - + Compare your Ad Sets to find the best one
 - + Compare your Ads to find the best one
 - + Compare Keywords & Related Search Terms
 - + Competition Reports & Analytics



+ **How to beat the competition with Google ADs**

- + Understand the competition metrics
- + How to check the Quality Score
- + Find the bid price for your keywords
- + Calculate the monthly budget you need for 1st spot & 100% impression share
- + Do you really need the 1st position?
- + Strategy to beat your 1 major competitor
- + Are you ready for a bid war?

+ **Google ADs Display- Step by Step Guide to Create A Display Campaign**

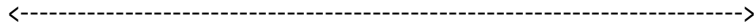
- + Target Audience Based on what they Search & Read
- + Target Affinity & In Market Audience
- + Target Any Website, Website Topic or by Demographics
- + Create Image & Responsive Ads
- + 3 Levels of Google ADs Display Campaigns

+ **Google ADs - Create Remarketing Campaigns**

- + Create Audiences to Target the Right People Based on Their Visit
- + Step by Step Guide to Create your Remarketing Campaign
- + Advanced Targeting - Target & Exclude Audiences

+ **Bonus Session**

- + **Student Q&A**
- + **Assignment - Google Ads**
- + **Google Ads Certifications**



Content Marketing Course

- + Introduction to Content Marketing**
 - + Content Marketing Introduction?
 - + Content Marketing Channels
 - + Writing Messages and Creating Content
 - + Content Strategy & Challenges

- + Blog Marketing**
 - + Build Your Blog**
 - Finding Your Niche
 - Installing WordPress
 - Blog Theme
 - Installing Plugins
 - Creating A Menu
 - Creating Your First Post
 - Tracking Your Audience
 - + Assignment - Create Your Own Blog and Configure**

- + Perfect Content Creation**
 - + Creating Articles
 - + Rewriting Popular Articles



- + Articles Headline Formula
- + Finding Amazing Images
- + Hemingwayapp.com - Your Personal Editor
- + **Assignment - Write an Article and Optimize it**

+ **Traffic Generation Strategies**

- + Building Relationships With Other Bloggers
- + Guest Posting
- + Social Media Strategies
- + Infographics
- + Forum Marketing

+ **Email Marketing**

- + Email Marketing Intro
- + Email Marketing Basics
- + Email Marketing - Mailchimp
 - Sign up for MailChimp & Choosing a Plan
 - Audience Management in Mailchimp
 - Groups, Segments, and Tags in Mailchimp
 - Lead Capture Forms and Mailchimp Integrations
 - Create a Campaign --> Create an Email
 - Mailchimp Campaigns
 - Create a Campaign --> Create an Ad
 - Create a Campaign --> Create a Landing Page
 - Mailchimp Automations



- How to Grow an Email List
- A / B Split Testing Campaigns in Mailchimp
- Best Email Subject Lines
- Email Content
- + Mailchimp Analytics
 - Mailchimp Reporting
 - Analytics in Mailchimp

+ Assignment - Create A Mail Campaign

+ WhatsApp Marketing

- + The difference between WhatsApp and WhatsApp Business
- + How to install 2 separate WhatsApp applications on your mobile phone
- + How to use WhatsApp on your computer (WhatsApp Web)
- + How to buy and use a virtual number
- + WhatsApp Business
- + How to make money with WhatsApp
- + How to create your VIP Channel
- + Make a ton of sales with this strategy

+ SMS Marketing

- + Introduction to SMS Marketing
- + **Strategies**
 - Sequence Vs Broadcasting
 - Capturing Leads
 - Contacting Leads



+ SMS Marketing Legality (Do's & Don'ts)

+ Quora Marketing

+ What is Quora / Quora Marketing?

+ Prime Features of Quora Marketing

+ Reasons to Use Quora Marketing

+ Answer Quora Questions to Drive Website Traffic

+ Killer Profile Creation on Quora

+ Quora Partner Program

+ **Assignment - Quora Profile Creation / Finding Relevant Questions / Answer them**

+ Do It Yourself (DIY)

- Live tasks and assignments / Projects on Blog Creation

- Live tasks and assignments / Projects on Article Creation

- Live tasks and assignments / Projects on Creating a Mail Campaign

- Live tasks and assignments / Projects on Quora

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Affiliate Marketing Course

+ Introduction to Affiliate Marketing

+ Birth of Affiliate Marketing

+ Tracking Cookie

+ What is Affiliate Marketing

+ Average Money Earnings of Affiliate Marketers

+ Benefits of Affiliate Marketing

+ Popular Industries of Affiliate Marketing



- +Popular Affiliate Marketers
 - +Type of Affiliate Offers and Where to Find Them
 - +How Not to Do Affiliate Marketing
 - +The 4 Step Process to Start an Affiliate Marketing Business
 - +Niche Selection with Checklist
 - + How to Build an Audience
 - + How to Build Trust
 - + Planning Your Affiliate Funnel
 - +Amazon Affiliate Marketing
 - +Flipkart Affiliate marketing
 - +Commission Junction Affiliate Marketing
 - +Clickbank Affiliate Marketing
 - +Affiliate Marketing through Earn Karo
 - +Affiliate Marketing through Social Media
 - Affiliate Marketing Through Facebook
 - Affiliate Marketing Through Quora
 - Affiliate Marketing Through Twitter
 - Affiliate Marketing Through Pinterest
 - Affiliate Marketing Through LinkedIn
 - Affiliate Marketing Booster Session: How to Earn Money From Google**
 - + Assignment - Niche Selection / Affiliate Marketing Funnel Creation**
- + Conclusion**
- + How To Download Course Completion Certificate



Contact Us

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