



Learn with Digitalbuddha



# DIGITAL MARKETING MASTERY COURSE

*Lead the Digital Age*



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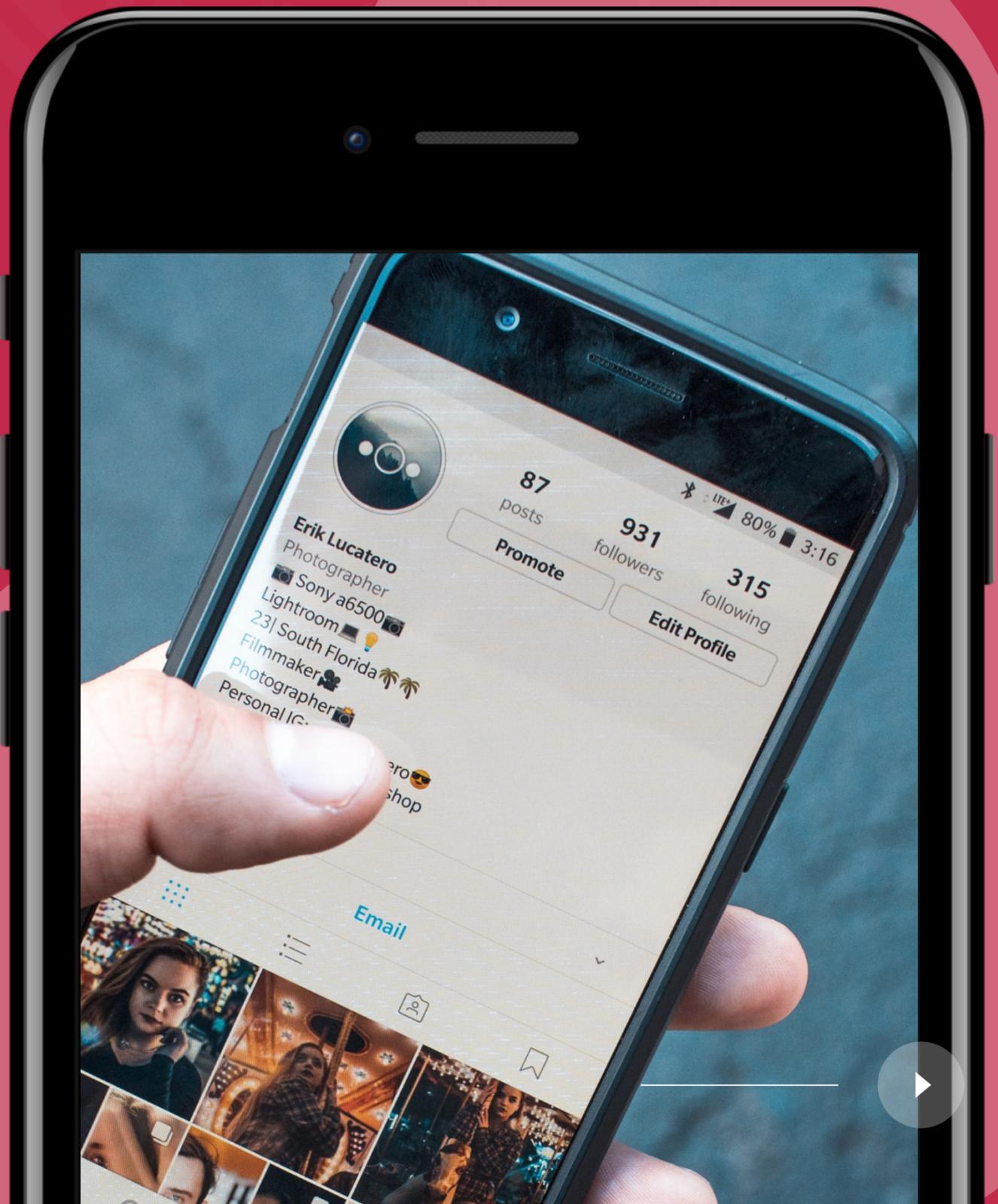
# ▶ **MODULE 1**

## **Introduction to Digital Marketing**





- What is digital marketing?
- Why digital marketing is so important?
- Scope of digital marketing
- Career in digital marketing
- Benefits
- Platforms
- Goals
- Trends





# ▶ **MODULE 2**

## Social Media Marketing



## **SOCIAL MEDIA INTRODUCTION**

Different channels – Benefits of using SMM – SMM & SMO – Social media strategy – Platform creation – Marketing strategy formation – Competition analysis

## **FACEBOOK MARKETING**

Business page types – Page management – User roles – Page template – Page button – Post strategy – User engagement metrics – Insights – Facebook groups – Facebook Advertising Why FB Ads – Types of Ads bidding strategy – Targeting campaign – Set up – Ad Formats – Lead Generation Campaign Remarketing techniques

## **INSTAGRAM MARKETING**

Personal Account Vs Business Account - Importance of Hashtags - Organic Growth - How to gain Followers - Insights - Feed- Posting to other apps - Paid Promotion - How to increase profile visit - How to increase traffic

## **TWITTER MARKETING**

Twitter page creation - Tweets & Retweets - Paid Marketing - Different Ad Campaigns- Remarketing

## **LINKEDIN MARKETING**

Importance of LinkedIn - LinkedIn Business Page - User roles - Ad Campaign - Insights - Remarketing



# ▶ **MODULE 3**

## Introduction to Web Development



# INTRODUCTION TO WORDPRESS

Understand the main features of  
Wordpress and Create your own  
website & Get traffic



Introduction to  
Domain



Introduction to  
Hosting



DNS & Wordpress  
Installation

- Customisation
- Installing Themes & Plugins
- Introduction to Page Builders
- Pages, Posts and Portfolios
- Contact form
- Setup Navigation Menu
- Widgets

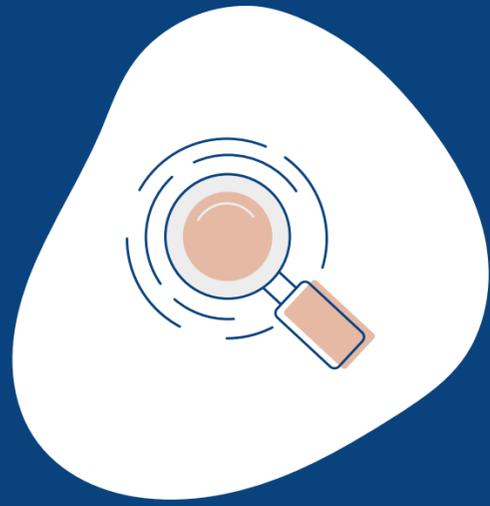




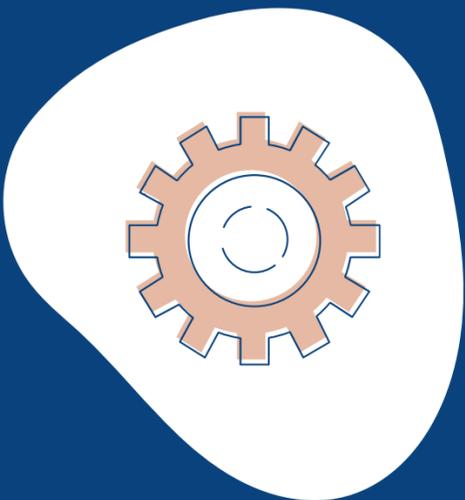
# ▶ **MODULE 4**

## Introduction to Search Engine Optimisation

## INTRODUCTION TO SEARCH ENGINE



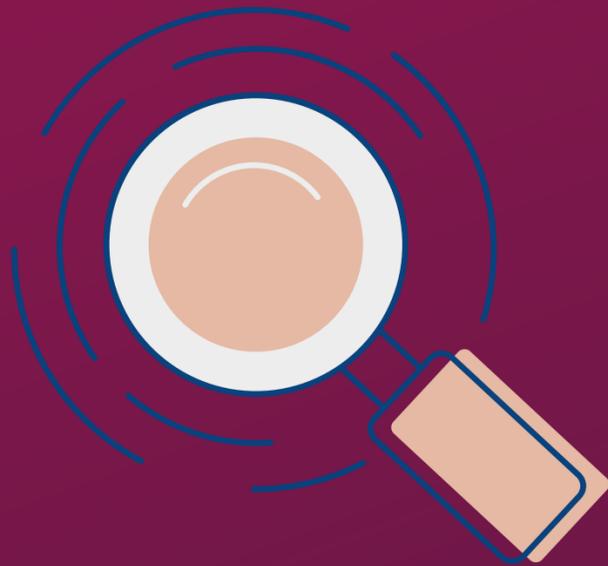
What are search engines –  
Working of search engine –  
Components – Learning  
Objectives – Keyword Research &  
Competition – SEO Techniques –  
On Page SEO – Off Page SEO –  
Local SEO – SEO Reporting



## KEYWORD RESEARCH & COMPETITION

Introduction – Types of keywords  
– Keyword research – Business  
Analysis – Google Keyword  
Planner – Competition Analysis –  
Market Research & Analysis

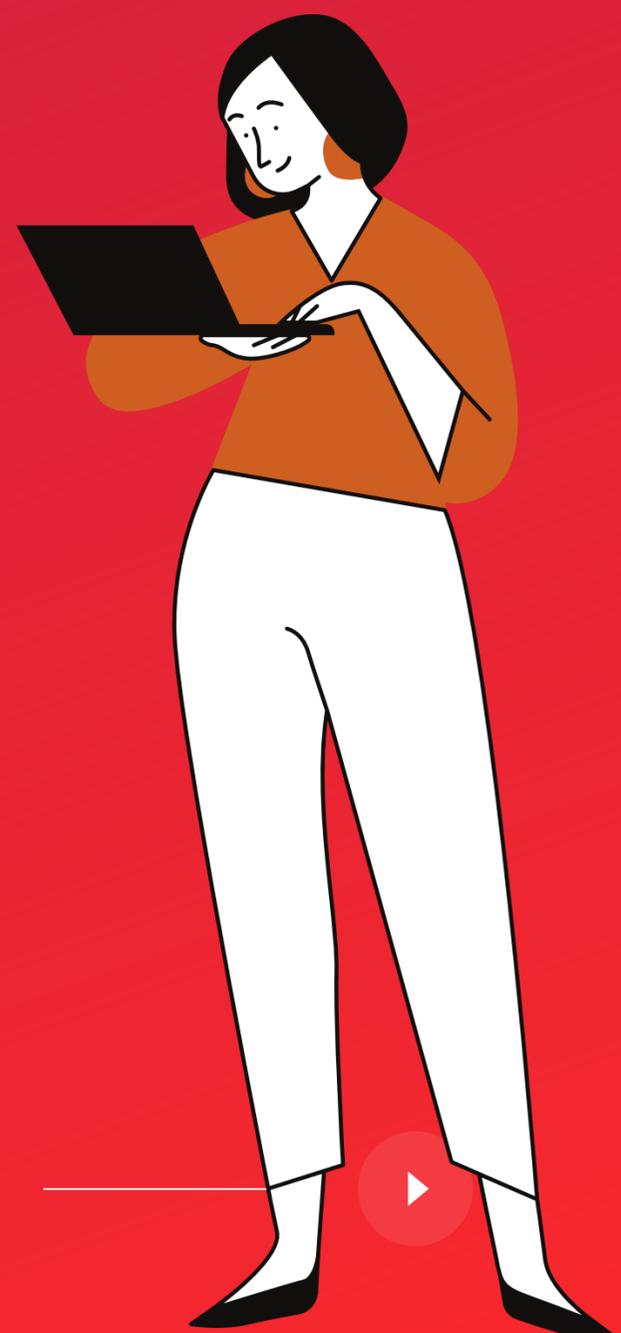
## ON PAGE OPTIMISATION



Introduction – webmaster tools –  
Verification process in GWMT –  
Target location selection –  
Fundamentals of on page factors  
– Website speed – Domain Name  
– URL Optimisation (SEO Friendly  
URL) – Meta tag optimisation –  
Content Optimisation – Alt tag  
optimisation – Keyword tuning –  
Keyword density – Introduction to  
Sitemap and creation –  
Introduction to robot file –  
Redirecting techniques –  
Canonical links – Rich Snippets

# OFF PAGE OPTIMISATION

Link building – Do follow & No follow guidelines – Types of linking methods – Link analysis tools – Directory submission – Social bookmarking – Local business directories and classifieds – Blogging and Commenting – Guest Blogging





# LOCAL SEO

What is local seo – Scope of local seo – My business listing – Profile completion and updation – Traffic Insights – Verification in Google My Business



# ▶ **MODULE 5**

## Introduction to Search Engine Marketing



## **PPC ADVERTISING**

Why google ads – Ads manager setup & Billing settings – Ad group settings – Ads creation – Keyword match type & Research tools – Ad auction – Quality Score – Ad diagnostic tool– CPC – Ad Formats – Guidelines & Extensions.

## **DISPLAY ADVERTISING**

Display Ads – Benefits – Creation Bidding – Ad formats & Sizes

## **REMARKETING**

Benefits – Remarketing list – Campaigns

## **VIDEO AD**

Skippable, Non– Skippable, Sequence and other campaigns



# ▶ **MODULE 6**

Adsense, Search  
Console & Affiliate  
Marketing





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# Thank You!

