

## 3-Days Online Digital Marketing (Workshop Course Content)

### Day 1:

- What is Digital Marketing?
- Difference between Digital Marketing and Tradition Marketing
- What is the current requirement of Digital Marketing?
- How to get started with Digital Marketing?
- Prerequisites for Digital Marketing.
- Digital Marketing Strategy
- What is a domain name?
- **{Practical}** How and where to register domain name?
- **{Practical}** What is hosting? How to purchase hosting?
- What is blogging?
- **{Practical}** How to create a blog using a blogger platform?
- **{Practical}** How to manage a blog as a professional blogger?
- **{Practical}**How to earn money from blogging using Google AdSense?
- What is an Affiliate Program?
- **{Practical}** How to earn money within these 3 days workshop through affiliate programs.
- What is Email Marketing?
- **{Practical}** Introduction to Zoho Email Marketing Platform.

## Day 2:

- What is Google AdWords?
- How it is different from Google AdSense?
- **{Practical}** How to create Google Ads? (1 Campaign)
- **{Practical}** What is Google Analytics (Overview and Integration)
- **{Practical}** How to create Ads for E-commerce website (website traffic), Lead Generating (Calls)
- **{Practical}** How to create Mobile Marketing (Calls)/ Banner Ads/ Youtube Videos Ads?
- What is Search Engine Optimization?
- **{Practical}** How to analyse keywords ranking?
- **{Practical}** What is robots.txt? Importance of robots.txt in digital marketing.
- **{Practical}** What is sitemaps.xml? Importance of sitemaps.xml in digital marketing.
- **{Practical}** How to boost website ranking by adding keywords?

## Day 3:-

- What is Social Media Optimization?
- **{Practical}** How to maintain Facebook Pages for SMO?
- **{Practical}** Types of Facebooks Ads for Facebook/Instagram/Messenger
- **{Practical}** How to create different type of facebook ads to boost your page likes/follows/generate leads/calls/website traffic?
- **{Practical}** How to manage twitter/Instagram/Linkedin accounts?
- **{Practical}** How to use a hootsuite dashboard?
- **{Practical}** How to get work from a freelancing website?
- Websites for Digital Marketing Certification.
- Skills required to get good jobs in digital marketing.
- How to become specialized in digital marketing?

**Benefits for the students:**

1. Real-time industry exposure on projects.
2. Hand-on projects to practice various concepts & tools, evaluated by your lead trainer.
3. Get a clear understanding of basic functionality and working for Search Engine Optimization.
4. Learn how to make effective ads within a limited budget.
5. Learn how to engage more customers by using social media platform features.
6. Learn how to make money within a 3 days workshop.
7. Learn how to use digital marketing products like hootsuite, google analytics etc.
8. Learn how to create professional blogs for companies.

Learn how to earn money with affiliate marketing.