

Digital Marketing

Course Outline:

- Digital Marketing
- The Marketing?
- Digital Marketing?
- Facts about Traditional & Digital Marketing
- Why we choose Digital Marketing?
- Digital Marketing Process
- Brand Creation & Visibility
- Visibility and its Types
- Routing Traffic Inbound Outbound
- Converting traffic into leads
- Sales funnel
- Conversions
- Retention, Its Types & Importance
- Evaluation Performance via Tools
- Website & Blog Development with WordPress
- Website & Its Types
- What is WordPress?
- WordPress Installation
- Understanding Domain & Hosting
- Posts & Pages
- Media
- Themes
- Links
- Comments
- Sliders
- Menus
- Plugins
- Widgets
- Settings
- Graphics & Video Animation
- Images and Its Types
- Understanding Posts and Banners
- Creating Posts and Banners for Social Media
- Converting Images into Video
- File Export Formats [Jpeg, Png, GIF, PSD, PDF etc]
- Social Media Marketing
- Facebook
- Brand Creation
- Social Sharing
- Insights
- Groups
- Facebook Ads
- Commerce Manager
- Instagram
- Social Sharing
- Insights
- Instagram Ads
- YouTube
- Channel Creation
- Views
- Subscribers
- YouTube Ads
- Google Search & Display
- Mobile App Marketing
- Games
- Apps
- Email Marketing
- Opt-in emails

- Selecting and Configuring Email Networks
- Optimizing Emails for Success
- Ecommerce Business Launch
- How to Setup an Ecommerce Business
- Product Hunting
- Setting-up Ecommerce Store
- Hands-on Store Features & Functionalities
- Understanding Product Images
- Product Listing
- Ecommerce Store Launch
- Measuring Success

24/7 Support

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