Digital Marketing

Training Syllabus

[18 Months Duration]

Join us for Better Career and Job Guarantee

[Live Online & Offline Classes Available]

Digital Marketing Syllabus (18 Months)

Module 1: Introduction and Basics of Digital Marketing

Key Concepts of Digital Marketing, Traditional vs. Digital Marketing, The Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Visitor Engagement, Visibility, Inbound Marketing, Importance of Tools, Performance Marketing, Sales Funnel, Conversion Rate Optimization (CRO), Return on Investment (ROI), Key Performance Indicator (KPI), Psychographs, Difference Between Digital Marketing and Traditional Marketing, and Why Does It Matter, Benefits of Traditional Marketing, The Downside to Traditional Marketing, Benefits of Digital Marketing, Why Digital Marketing Wins Over Traditional Marketing, Tools of Digital Marketing, How We Use Both Digital & Traditional Marketing, Case Studies, Market Research vs. Market Reality.

Module 2: Search Engine Optimization (SEO)

Introduction

Introduction to SERP, Search Engines, Search Engine Working, Major Functions of a Search Engine, Crawling & Indexing, Google Search Tips.

On-Page SEO

SEO Friendly Domain Name, SEO Best Practices for Domain Name, SEO Ranking Factors, SEO Keyword Optimization, SEO Content Optimization, SEO Friendly Website, Title Tag in SEO, SEO Friendly URL, Meta Descriptions, Anchor Text, Plagiarism in SEO, Image Optimization in SEO, Internal and External Links, Keyword Cannibalization, Search Intent, Breadcrumbs in SEO, Advanced On Page SEO, SEO for Single Page Website, Bubble Chart in SEO, Beginners SEO Guide, SEO Keyword Ranking Strategy, Header Tags in SEO, Content Quality and Length in SEO, URL Structure in SEO, Internal Linking in SEO, External Linking in SEO, Long Tail Keywords.

Keyword Research

Introduction, Niche, Different Types of Keywords, Google Keyword Planner Tool, Keywords Research, Understanding Keywords Mix, Importance of Keyword Research, Long-Tail Keywords, Keyword Stuffing, Keywords in Content, Tools for Keyword Research, Google Suggest, Hashtags, Keyword Cannibalization.

Off-Page SEO

Introduction, Backlinks, Importance of Backlinks, Backlink Earning, Do-Follow vs. No-Follow Backlinks, Google Page Rank, Search Engine Submissions, Directory Submissions, Article Writing, Press Release Writing & Submissions, Blog Posting &

Comment Writing, Business Listing, Social Bookmarking, Social Networking, RSS Feeds, Do's & Don'ts of Link Building, Easy Link Acquisition Techniques, Domain Authority & Page Authority, What is EAT in SEO & How to Improve EAT in SEO, Blog Submission in SEO, Guest Posting in SEO, Article Submission Backlinks, Web 2.0 Submission, Q&A Submission, Forum Submission, PDF Submission, Press Release Submission, Image Submission in SEO, Infographic Backlinks, Classified Submission, Business Listing, Video Submission, SEO vs. SMO, Broken Links in SEO, Link Wheel, Private Blog Network.

Search Engine Algorithms

Introduction, Working of Algorithm, Search Engine Algorithm Updates, Search Engine Penalties & Recoveries, Search Engine Penalty, Google Hummingbird Algorithm, Google Panda Algorithm, Google Penguin Algorithm, Google EMD Update, Website Recovery, Google Search Central.

Ecommerce SEO

Introduction to Ecommerce SEO, Keyword Research Fundamentals for Ecommerce Website, On-Page SEO of Category Pages, Schema Markup, SEO of Product Pages, Item List Schema, Implementation of Product Schema on Product Pages, Robots.txt File, Sitemaps.

Module 3: Local SEO

Local SEO Basics, Importance of Local SEO for Small Businesses, Google My Business Optimization, Finding Rankable Keywords for Local SEO, Local SEO Ranking Factors, On-Page SEO for Local Businesses, Off-Page SEO Strategies for Local Rankings, Building Local Citations and Directory Listings, Managing Reviews and Reputation for Local SEO, Optimizing Website for Local Searches, Creating Localized Content for SEO, Google Maps Ranking Strategies, Using Schema Markup for Local SEO, Mobile Optimization for Local Businesses, Voice Search Optimization for Local SEO, Social Media Strategies for Local SEO, Local Link Building Techniques, Running Google Ads for Local Businesses, Tracking and Measuring Local SEO Performance, Common Local SEO Mistakes to Avoid.

Module 4: SEO Audit

What Is Screaming Frog SEO Spider, Screaming Frog SEO Spider Pricing, User Interface of Screaming Frog SEO Tool, The Features of Screaming Frog SEO Software, The Overview Tab of Screaming Frog, E-Commerce SEO with Screaming Frog, Status Codes and Broken Links, Exporting Tables To Google Sheets, The Issues Tab of Screaming Frog, Best Settings for Screaming Frog (Crawl Config), Pulling API Data, Segments, Local SEO Technical SEO Audit, Crawl Depth Analysis, Filtering In Screaming Frog, 301 Redirects SEO, Bulk Exporting on Screaming Frog.

Module 5: Lead Generation for Businesses

Understanding Lead Generation for Business, Why Lead Generation is Important, Understanding Landing Pages, Best Practices to Create a Landing Page, Types of Landing Pages, What is A/B Testing, How to Do A/B Testing, Converting Leads into Sales, Creating a Lead Nurturing Strategy, Understanding Lead Funnel.

Module 6: Domain Website Registration & WordPress Website Development

Introduction

What is WordPress, difference between WordPress.org and WordPress.com, understanding CMS (Content Management System), installing WordPress on localhost (Local By Flywheel), installing WordPress, exploring the WordPress dashboard, and configuring WordPress site settings.

Customization

WordPress themes, install free and premium themes, customize themes using the WordPress Customizer, work with widgets and menus, create and customize a homepage, use page builders like Elementor, WPBakery, and Divi, and understand the purpose of child themes.

Plugins and extensions

Installing and activating plugins, must-have plugins for security, SEO, and performance, creating contact forms using WPForms and Contact Form 7, optimizing images and media, using caching plugins for performance improvement, and integrating social media plugins.

Elementor Page Builder

Get Elementor, Overview of Elementor, The Elementor Interface, Global Padding, Setup Fonts and Colors in Elementor, Global Fonts, Introduction to Containers and Elements, Positioning in Elementor, Make the Background White, Create a Background in Elementor, Create the Hero in Elementor, There Are Multiple Ways to Do Things, Ways to Improve Things, The Shape Divider, Using Custom CSS in Elementor, Optimize for All Devices, 3 Feature Container, Create Animations, About Your Company, Container with Images, Combining Different Design Methods, Create a Counter, Create a Call to Action.

Pages and Post

Difference between pages and posts, creating and editing posts, understanding categories vs. tags, using the Gutenberg block editor, creating a blog and managing

comments, and embedding media like images, videos, and PDFs.

Optimization

Install and set up SEO plugins like AISEO and RankMath, create an XML sitemap and submit it to Google, optimize images and media for better load times, apply SEO best practices, structure internal linking and permalinks, and integrate Google Search Console for better tracking.

Ecommerce Website Development

What is WooCommerce and Basic Settings, How to Add a Simple Product in WooCommerce, How to Add a Variable Product in WooCommerce, How to Create an Affiliate Product in WooCommerce, How to Create a Group Product in WooCommerce, WooCommerce One Page Checkout Plugin and CRO Optimization, How to Create Coupon Codes in WooCommerce, How to Set Up GST Tax Settings in WooCommerce, How to Set Up Shipping Options in WooCommerce, Advanced Shipping Options and Shipping Classes in WooCommerce, How to Use Variation Swatches for WooCommerce Plugin, How to Add a Buy Now Button in WooCommerce, What is a Payment Gateway and How it Works, How to Add Razorpay in WooCommerce, How to Integrate Shiprocket on WooCommerce Website.

Module 7: Shopify

What is Shopify and How It Works, Shopify Basic Settings and Store Setup, How to Add Products in Shopify, How to Create Variants in Shopify, How to Set Up Payment Gateways in Shopify, How to Configure Shipping Settings in Shopify, How to Create Discount Codes in Shopify, Best Apps to Optimize Your Shopify Store, How to Customize Shopify Themes, How to Set Up Shopify Dropshipping, How to Optimize Shopify for SEO, How to Add Google Analytics to Shopify, How to Set Up Email Marketing for Shopify, How to Recover Abandoned Carts in Shopify, How to Scale and Automate Your Shopify Business.

Module 8: Content Marketing

Introduction, Importance, Strategies to Develop Content, Content Marketing Strategy, Mapping of Content, 3D Model for Content Development, Planning & Promotion, Content Writing, AIDA Model, Types of Content: Lists, Interviews, Case Studies, Collection of Links, Infographics, News, Stories, etc., Niche-Oriented Content, Paid Content, Engaging Content Writing, Outsourcing Content, Tools.

Module 9: Blog Writing

How to Write a Blog, Anatomy, Effect on SEO, Personal & Professional Blog, Setup a Blog, Using & Customization of Blog, Blog Promotion, Money Blogging, Copyright &

Ethics, how to use Gen Ai for Blog Writing.

Module 10: Blog Monetization

Understanding Blog Monetization, Best Ways to Monetize a Blog, Google AdSense for Blog Monetization, Affiliate Marketing for Bloggers, Sponsored Posts and Brand Collaborations, Selling Digital Products on Your Blog, Membership and Subscription Models, SEO Strategies for Higher Blog Revenue, Email Marketing for Blog Monetization, Scaling and Automating Blog Income.

Module 11: Google Ads (PPC Marketing)

Google Ads Course, How to Create Google Ads Account, Working of Google Ads & Concept of AdRank, Structure & Hierarchy of Google Ads Account, How to Create Google Ads Manager Account, Adding Payment Methods in Google Ads, How to Get Rs 2000/- from Google Ads, What is CTR, How to Calculate CTR, Viewable & Relative CTR, Ways to Improve Quality Score in Google Ads, What is Google Search Network (GSN) & Display Network (GDN), Walkthrough of Google Search Campaign, Network Settings in Google Ads, Location Targeting in Google Ads, Concept of Language Settings in Google Ads, Complete Concept of Daily Budget, Manual Vs Automated Bidding Strategies, Bidding Strategies in Google Ads, Start & End Date in Google Ads, Ad Groups & Ad Group Structure/ Theming in Google Ads, What is a Keyword, Queries & Search Terms in Google Ads, Keyword Research Process, Keyword Match Types Explained in Detail, New Update of Broad Match Modifier & Phrase Match, Negative Keywords in Google Ads, Traffic Sculpting in Google Ads, Starting Keyword Research (Practical Video), Understanding Google Keyword Planner, Google Keyword Planner - Plan & Forecasting, Funnels & Queries in Google Ads, Difference Between Responsive Search Ads & Text Ads, How to Write Perfect Responsive Ads, Ad Extensions Tutorials, Ad Rotation Settings in Google Ads, URL Tracking Templates in Google Ads, How to Set Initial Max. CPC Bid, What is GCLID in Google Ads, How to Check Your Ads?, Mistakes People Make While Creating Google Search Ad, Ad Extension Optimization, What is SKAG & How to Implement SKAG?, Dynamic Keyword Insertion in Google Ads, What is Conversion Tracking & Why We Need It?, Set Conversion Tracking in Google Ads Using GTM, Importing Conversions from GA4 to Google Ads, Complete Search Ads Project for Real Estate, Concept of Remarketing in Google Ads, How to Create Remarketing Audience in Google Ads, YouTube & Customer Match Remarketing Audience, Creating Remarketing Audience in Google Ads Using GA4, What is RLSA, Remarketing List Search Ads, Auction Insight Reports in Google Ads, Introduction to Google Display Ads & Campaigns, Google Display Campaign Walkthrough, Custom Audience Segment for Google Ads, Content Exclusion & Device Targeting Settings, Viewable Impressions, vCPM & eCPC, Responsive Ads in Display Campaigns, Uploading Display Ads in Google Display Campaigns, Performance Max Campaign, Demand Gen Campaign, Labels in Google Ads, Setting Remarketing Display Campaign, Creating Similar Audiences in Google Ads, Different Ways of Creating Remarketing

Audiences, Rich Media Library for Google Display Ads, Running a Display Campaign from Scratch, Tips for Display Ads Creatives, App Install Campaigns Full Tutorial, App Install Campaigns - Optimization, Text Ad Customizers, How to Remain Updated in Google Ads, Concept of Shared Budget in Google Ads, Recommendations in Google Ads, How to Setup Dynamic Search Ads, How to Do Comparison in Google Ads, Change History Feature in Google Ads, Google Call Only Ads, Bulk Upload in Google Ads, Bulk Upload Ads Using Excel in Google Ads, Ad Variations in Google Ads, Automated Rules Google Ads, Google Ads Editor, Scripts in Google Ads, Google Ads Policies, How to Setup Performance Max Campaign in Google Ads, How to Perfectly Use Negative Keywords in Google Ads, How to Create Enhanced Conversions in Google Ads, Google Search Ads Checklist for Beginners.

Module 12: Content Designing & Video Editing

PowerPoint Template (PPT)

- Basics of PowerPoint: Interface, Tools, and Navigation
- Slide Design Principles: Layouts, Themes, and Consistency
- Working with Images: Inserting, Resizing, and Positioning
- Image Editing in PPT: Cropping, Transparency, and Filters
- Advanced Image Manipulation: Removing Backgrounds, Layering, and Effects
- Adding Animations and Transitions to Enhance Presentations
- Exporting Presentations: PPT, PDF, and Image Formats
- Hands-On Practice: Creating a Visually Appealing Presentation

Video Editing (TechSmith Camtasia)

- Overview of Camtasia: Interface and Workflow
- Importing and Organizing Media (Videos, Images, Audio)
- Basic Editing: Trimming, Cutting, and Splitting Clips
- Enhancing Videos: Transitions, Annotations, and Callouts
- Screen Recording: Capturing High-Quality Screen Content
- Audio Editing: Noise Reduction, Volume Control, and Voiceovers
- Adding Effects: Green Screen, Cursor Highlights, and Zoom Effects
- Exporting Videos: Formats, Resolutions, and Optimization for Different Platforms

Module 13: Email Marketing

Overview

Introduction to Advanced Email Marketing, Fundamentals of Email Marketing, Email Best Practices and Myths, Bulk Email Concept, Things You Can Do with Emails.

Elements of Marketing Emails

Advantages of the Different Text Formats (HTML or Plain Text), Permissions & E-Permissions, Frequency & Ethics of Newsletters, Defining Your Goals, Email Marketing Strategies.

Build Your Email List

Learn Ways to Build Your Email List, Build Your Email List Through a Website, Subscribe Form, Segmentation, Active Users.

Measuring Your Email Campaigns Success

Open Rates, Click-Through Rates, Unsubscribe Rates, Conversion Rates, and Bounce Rates, A/B Split Testing, How to Deal with Spam Filter, Choosing Your Metrics, Tracking Landing Pages, Analyzing Test Results, Setting Your Budget.

Module 14: Social Media Marketing

Key Concepts, Social Media Goals, Setting Goals & Priorities.

Facebook

Facebook Marketing Course, Introduction to Facebook Marketing, How to Create Facebook Business Account, Facebook Profile Setup and Optimization, Facebook Business Page Creation and Setup, Facebook Business Page Important Settings, How to Link Facebook Page to Instagram and WhatsApp Business, Facebook Classic Page vs New Page Experience, Best Time to Post on Facebook Page, How to Increase Followers and Engagement on Facebook, Facebook Page Reach vs Impressions vs Engagement, How to Use Facebook Planner Tool for Scheduling, Facebook Page Analytics and Insights, Facebook Page Management History, Difference Between Facebook Page, Profile, and Group, How to Use Facebook Groups for Marketing, How to Grow a Facebook Group Organically, Facebook Group Important Settings and Optimization, Facebook Ads Course, How to Create Facebook Business Manager Account, Facebook Business Manager Settings, Facebook Ads Account Creation and Setup, Facebook Ads Billing and Payment Setup, Facebook Advertising Policies and Guidelines, Facebook Ads Campaign Structure, Facebook Ads Basic Terminologies, Facebook Ads Placement Best Practices, Facebook Bid Strategy and Optimization, How to Setup Facebook Pixel and Conversion Tracking, Facebook Business Verification Process, Facebook AD Auction and How It Works, Facebook Ads Reach vs Engagement, Facebook Leads Generation Ads vs Conversion Ads, Audience Targeting in Facebook Ads, Location Targeting in Facebook Ads, Facebook Ads Demographic and Interest Targeting, Custom and Lookalike Audience in Facebook Ads, Hyperlocal Targeting in Facebook Ads, How to Scale Facebook Ads for Optimization, Facebook Ads Lead Generation Strategy, Facebook Website Traffic Ads, Facebook Sales Ads Campaign,

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Guiding Careers with Visionary Support

Mr. Mohit Singh
M.Tech, B.Tech (C.S.E)

Mr. Mohit Singh is a professional full-stack trainer, project consultant and startup mentor. He is holding expertise in Java, Application Design, MERN Stack, DevOps, Design Thinking and User Experience Design.

He has trained thousands of students & hundreds of employed professionals. He completed his trainings in Google, Gurugram and short term projects in IIT Delhi, IIT BHU & IIT Jodhpur.

He is also recognized as Mentor with startup India (MAARG), Punjab Startup, startup Uttarakhand, Mumbai State Innovation Society, Atal Innovation Mission, etc. in the area of education & utility services.

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Dr. Shubhendra Gupta
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Dr. Shubhendra Gupta is an experienced digital marketer, Business Consultant and startup mentor with a demonstrated history of working in the education and services industry.

He use to train students & working professionals for getting better job opportunities and train business owners in generating profits or leads. His areas of interest are Digital Marketing, Business Development, Data Analysis, Strategic Planning, Market Research & Reality, User Testing, Website design, etc.

He is also recognized as Mentor with Startup Hubs & Innovation Labs in the area of education, brand building & business consultation.

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Institute Vision

To be an institute that provides a transformative learning to produce highly skilled & competent professionals and to create leaders and innovators for society and industry.

LEARN-2-EARN LABS TRAINING INSTITUTE, AGRA

Facebook Product Catalog Ads, Facebook Messenger Ads and Call Ads, How to Create Retargeting Ads in Facebook, Facebook Ads Budgeting and Bidding Strategies, Facebook A/B Testing for Ads, How to Write Effective Facebook Ad Copy,

Instagram

Instagram Marketing Course, Create Instagram Account for Business, Make Instagram Profile Attractive for Business, Instagram Personal Account vs Business Account, Upload Story and Post on Instagram, Instagram Insights and Analytics, Create Highlights on Instagram, Convert Instagram Personal Account to Business Account, Verify Instagram Account and Get Blue Tick, Best Time to Post on Instagram for Growth, Add Payment Method on Instagram for Promotions, Link Instagram Account with Facebook Business Page, Secure Instagram Account with Two-Factor Authentication, Run Instagram Ads for Followers and Engagement, Promote Website on Instagram, Run Ads on Instagram Reels, Instagram Growth Strategies and Hacks, Earn Money from Instagram, Instagram Mistakes to Avoid, Instagram Algorithm Works for Reels and Stories.

X (Twitter)

X Features, X Engagement, X Advertising, X Analytics, Twitter Ads Course, Twitter Ads Account Creation, Install Twitter Base Pixel on Website, Different Ad Formats and Placements in Twitter Ads, Campaign Objectives in Twitter Ads, Twitter Audience Targeting and Types, Twitter Audience Network and Running Ads, Run Follower Campaign in Twitter Ads, Understanding Ad Groups in Twitter Ads, Setup Conversions and Events in Twitter Ads.

LinkedIn

LinkedIn Account Setup & Profile, LinkedIn Features, LinkedIn Groups, LinkedIn Advertising, LinkedIn Analytics.

YouTube

Introduction, Channel Creation and Setup, Niche Ideas and Selection, Channel Optimization and SEO, Competitor Analysis, Algorithm and Ranking Factors, Keyword Research and Tags Optimization, Content Planning and Scripting, Video Upload and Optimization, Thumbnail and Title Optimization, Monetization Strategies, Shorts Creation and Growth, Analytics and Performance Tracking, Live Streaming Setup and Monetization, Community Tab and Engagement Strategies, Copyright Policies and Ad-Suitability, Channel Security and Two-Step Verification, Ads and Monetization with AdSense, Growth Strategies for 2024, Automation and AI-Based Video Creation.

Module 15: Quora Ads

Introduction to Quora Ads for Beginners, How to Install Quora Base Pixel on Website,

How to Setup Lead Event Quora Pixel on Website, How to Create Audiences in Quora Ads, How to Create Lead Generation Campaign in Quora, All Quora Bidding Strategies Explained, Tips for Creating Quora Adsets & Campaigns, Promote Your Quora Answers Using Quora Ads, How to Create List Match Audiences in Quora Ads, Tips for Optimizing Quora Ads.

Module 16: Mobile Marketing

Key mobile marketing concepts, trends in mobile, opportunities & risks, mobile devices, SMS content, SMS strategy, mobile advertising, mobile optimized websites, mobile apps, attributes of effective apps, step process for mobile apps, proximity marketing, QR codes, mobile coupons & ticketing, implementation, strategic steps, marketing goals, review & testing, key trends, social media channels.

Module 17: WhatsApp Marketing

How to Get WhatsApp API for Free, How to Send Bulk Promotional Messages Using WhatsApp API, How to Broadcast and Retarget WhatsApp Messages, How to Get Official WhatsApp Green Tick, How to Create a WhatsApp Chatbot, How to Run Click-to-WhatsApp Ads, How to Create Automated Flows for E-commerce Using WhatsApp API.

Module 18: Google Analytics – 4

Google Analytics 4 Introduction, Difference Between GA4 and Universal Analytics, Installing GA4 on a Website, Setting Up GA4 Using Google Tag Manager, Walkthrough of GA4 Dashboard, Understanding Realtime Reports, Acquisition Reports Overview, Engagement Reports and User Behavior, Retention Reports and Bounce Rate in GA4, Connecting Google Ads with Google Analytics 4, Introduction to Events in GA4, Creating and Tracking Custom Events, Understanding Dimensions and Metrics in GA4, Exploring Reports and Data Analysis, Excluding IP and Internal Traffic, Creating Landing Page and Custom Reports, Understanding Segments and Audience Behavior, Funnel Exploration and Path Exploration Reports, Debug View in GA4, Segment Overlap Report Analysis, Cohort Analysis and User Retention, How to Give Access in GA4, Reporting Identity and Cross-Device Tracking, Subdomain and Cross-Domain Tracking, Insights and Ask Intelligence Feature in GA4, Concept of Filters in GA4, GA4 Updates and New Features.

Module 19: Google Tag Manager

Introduction to Google Tag Manager and Its Benefits, Installing GTM on a Website (WordPress and Other Platforms), Understanding Tags, Triggers, and Variables in GTM, Setting Up GA4 Tracking Using GTM, Workspaces and Environments in GTM, Importing and Exporting Containers in GTM, Button Click Tracking with GTM and Google Analytics 4, Link Click and Outbound Link Tracking Using GTM, Tracking Form

Submissions in GTM, Scroll Depth Tracking and User Engagement Tracking, Tracking File Downloads as Events, Setting Up Google Ads Conversion Tracking with GTM, Installing and Configuring Facebook Pixel Using GTM, Tracking WhatsApp Button Clicks and Custom Events, Using Element Visibility Trigger in GTM, Tracking Video Engagement with GTM and GA4, Tracking Popup Visibility as an Event, Setting Up Custom Event Tracking for Text Copy and Image Hover, Trigger Exceptions and Advanced Debugging in GTM.

Module 20: Freelancing

Introduction to freelancing, including the gig economy, benefits, challenges, and choosing the right niche. Next, it focuses on creating a strong freelancer profile, covering profile optimization, portfolio building, writing a compelling bio, and selecting the right skills. The finding and winning client's module teaches proposal writing, pricing strategies, negotiation skills, and effective communication. The freelance work execution & project management section covers handling client requirements, time management, productivity tools, and delivering quality work. The payment, invoicing & legal aspects module explains payment gateways, invoicing, contracts, and financial management. The building a personal brand & scaling up section includes social media strategies, LinkedIn marketing, blogging, expanding services, and client retention. The course concludes with a final project & assessment, where students create a freelancer profile, submit proposals, complete a sample project, and receive feedback for improvement.

Module 21: Online Reputation Management

Significance, Monitoring Brand Mentions Using Tools Like Google Alerts and Social Listening, Strategies for Handling Negative Reviews and Crisis Management, And Techniques for Improving Brand Perception. Content Suppression Strategies, Managing Online PR, Responding to Customer Feedback Professionally, And Leveraging Social Media for Reputation Management, Competitor Analysis, Brand-Building Techniques, Orm for Businesses and Individuals, Case Studies on Reputation Recovery and Enhancement.

Module 22: Influencer Marketing

Picking Your Niche, Finding Influencers, Outreach to Influencers, Finding Brands, Outreach to Brands, Booking Calls, Succeeding on Calls, Onboarding Your Brand, running a Campaign, Getting Paid, Retaining Clients, Scaling and progress.

Module 23: Microsoft Ads (Bing Ads)

How to Create Microsoft Ads Account (Step by Step), Different types of Ads in Microsoft Ads (Bing Ads), Create Search Ads in Microsoft Ads, Create Audience Ad Campaign in Microsoft Ads, Import Campaigns from Google ads to Microsoft Ads,

Research Keywords for Microsoft Ads - Microsoft Keyword Planner Tool, Install Microsoft UET Tag on Website, How to create Conversion Goals in Microsoft Ads, How to create Remarketing Audience in Microsoft Ads, How to Create App Install Campaigns in Microsoft Ads, What are Action Extensions in Microsoft Ads, Microsoft Ads Audience Planner Tool - Complete Explanation, Microsoft Merchant Center and Feed Setup, How to Create Microsoft Shopping Campaigns.

Module 24: Affiliate Marketing

Picking Your Niche, Types of Affiliate Programs, Finding Profitable Products, Creating an Affiliate Account, Generating Affiliate Links, Sales Funnel in Affiliate Marketing, Choosing a High-Earning Niche, Promoting Affiliate Products, Running Facebook Ads for Affiliate Marketing, Building an Affiliate Website, Using Coupons for Affiliate Sales, Email Marketing for Affiliate Marketing, Upsell and Cross-Sell Strategies, Creating Bonuses for Affiliate Offers, Finding Influencers for Promotion, Outreach to Influencers, Optimizing Affiliate Websites for SEO, Understanding Affiliate Payouts, Retaining Clients in Affiliate Marketing, Scaling Your Affiliate Business.

Module 25: AI Tools in Digital Marketing

Content Generation & Copywriting

ChatGPT (by OpenAI) – AI-powered chatbot for generating content, blog writing, and copywriting.

Jasper AI – Advanced AI copywriting tool for blog posts, ad copies, and marketing content.

Writesonic – AI-driven writing assistant for high-quality blog articles, ads, and social media content.

SEO & Content Optimization

Surfer SEO – AI-powered SEO tool for optimizing content based on keyword research and SERP analysis.

Frase.io – AI-driven tool for content research, topic clustering, and SEO optimization.

Clearscope – AI-powered content optimization tool that helps improve rankings on search engines.

AI Tools for Content Creation (Images & Videos)

Canva AI (Magic Write) – AI-powered design and content creation tool for social media and marketing visuals.

Pictory AI – AI tool for converting text into engaging videos for content marketing.

AI Tools for Advertising & Marketing Automation

Adzooma – AI-based advertising platform for automating and optimizing Facebook, Google, and Microsoft Ads.

Persado – AI-driven marketing tool for generating high-converting ad copies and email campaigns.

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