

LEARN DIGITAL MARKETING

BY
WEBTOWN SOLUTION PVT LTD

Overview of this course and methodology

- Why this course?
- Topics covered under this course.
- Practical sessions
- Mode of communication and teaching

Introduction to the topic

- What is Digital Marketing?
- Why is there such a buzz about Digital marketing all around?
- Who is an Internet Laptop Entrepreneur?
- Why is it important?
- What is scope and productivity with Digital Marketing?
- What is the difference between Digital marketing and Traditional Marketing?

List of Topics that we will cover

- Internet marketing overview
- Website planning and its importance
- Content Management System, specifically WordPress
- Social Media Marketing & SMO
 - Facebook, twitter & linkedIn
 - Google+, Instagram (deep study), Snap Chat
 - Modern concepts like Quora, forums and membership site
- Video Marketing
 - Why we separated this from SMM
 - YouTube (and allied options) + Live Video Streaming and Marketing

List of Topics | Cntd...

- Mobile Marketing
 - Apps, tools and mobile website.
- Search Engine Optimization
- Analytics
- Marketing your content (Paid)
 - Google ads, Online display ads, CPA and etc. (intro to affiliates)
- Content marketing

List of Topics | Cntd...

- Make money online I
 - Via blogging (niche)
- Make Money online II
 - Advance methods like CPA and allied networks.
 - A general overview and discussion
- Email Marketing
- E-commerce
 - Setup ideas, tools ad working

List of Topics | Cntd...

- Make Money Online III
 - Freelancing projects and ORM services
- What says the Law about your activities.
 - How to be safe from all scams
 - Overview of basic required cyber law
 - Overview of basic Intellectual property law like copyright, trademark and designs.
 - Yes, I am a lawyer 😊

Yes, we love sharing

- One of our prime focus is to provide Value
- Any one here love boxing (I am talking about tournaments)
 - Jab, Jab, Jab and Right Hook
- L.S.D. (Learn.Share.Develop)
 - Yes, this is our teaching methodology
- Extra Value
 - I'll deliver you goodies and tools worth INR 5000 during this entire course.
 - Special prizes to the students who tops my assignments.
 - I guarantee you a return of INR 8000 within the next month, if you follow my every instruction and training carefully.

THANK YOU 😊

Cheers to your success!!!

Cheers to your awesomeness!!!
