



Advance Digital Marketing Course



2 Month
FEES
~~30K~~
20K

Learn Digital Marketing in just 2 Months from the Industry Professionals and Build your Career in this Field

- Dive into endless job opportunities in Digital Marketing
- Embrace freelancing as your career path
- Start Your Own Marketing Agency
- Elevate Your Business to New Heights

Who can Enroll?

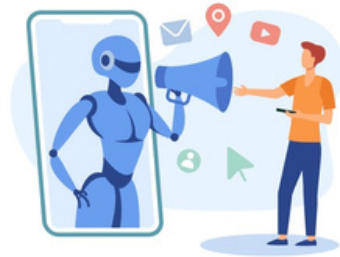
- Graduates
- College Students
- Working Professionals
- Traditional Marketers
- Business Professionals
- Freelancers

DIGITAL MARKETING SYLLABUS

MODULE-1

Introduction to Digital Marketing

- What is Digital Marketing?
- Digital vs. Traditional Marketing
- Marketing Funnel (AIDA model, TOFU-MOFU-BOFU)
- Key terms & trends



MODULE-2



Wordpress Or CMS Based

- Domain & hosting setup
- Installing WordPress
- Themes, plugins, pages & responsive design

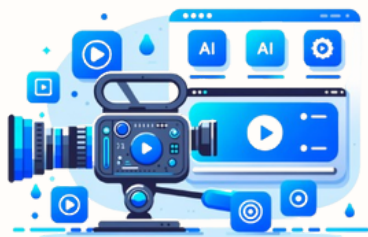
MODULE-3

Search Engine Optimization (SEO) – Basics

- What is SEO & how it works
- Keyword research fundamentals
- SERP types & ranking factors



MODULE-4



Advanced On-Page SEO

- Meta tags, headings, schema markup
- Image optimization
- Internal linking strategies

MODULE-5

Advanced Off-Page SEO

- Link-building techniques
- Directory & forum submissions
- Guest blogging & outreach



DIGITAL MARKETING SYLLABUS

MODULE-6

Technical SEO

- Page speed optimization
- Mobile-first indexing
- Crawlability & indexing



MODULE-7



Google Search Console & SEO Auditing

- Setting up & using GSC
- Detecting issues & fixing them
- SEO audit tools & checklists

MODULE-8

Google Ads – Search Campaigns

- Keyword match types
- Ad groups, ad copies, extensions
- CTR, CPC, Quality Score explained



MODULE-9



Google Ads – Display & Remarketing

- Banner creation
- Audience targeting & exclusions
- Remarketing setup & strategies

MODULE-10

YouTube Advertising (Video Ads)

- Video ad types
- Skippable vs. non-skippable ads
- CPV bidding & analytics



DIGITAL MARKETING SYLLABUS

MODULE-11

Meta Ads – Facebook & Instagram

- Campaign structure: Campaign > Ad Set > Ads
- Audience targeting (custom, lookalike)
- Ad formats: carousel, video, lead forms

MODULE-12

LinkedIn Marketing

- LinkedIn company pages
- Ad formats & targeting professionals
- InMail ads & B2B strategies

MODULE-13

Twitter & X Ads

- Twitter ad types
- Hashtag strategy
- Influencer collaborations & trends



MODULE-14



Social Media Optimization (SMO)

- Profile optimization
- Organic growth techniques
- Engagement boosting methods

MODULE-15

Social Media Marketing (SMM) Strategy

- Building a content calendar
- Cross-platform branding
- Measuring engagement metrics



DIGITAL MARKETING SYLLABUS

MODULE-16

Influencer & Community Marketing

- Finding and onboarding influencers
- Nano vs. micro vs. macro influencers
- Running UGC campaigns

MODULE-17

Email Marketing & Automation

- Email list building ethically
- Designing email templates
- Automation sequences: welcome, nurture, cart abandonment

MODULE-18

WhatsApp & SMS Marketing

- Bulk messaging tools
- Compliance and permission-based outreach
- Conversational marketing

MODULE-19



Content Marketing & Strategy

- Blogging, long-form content
- Content pillars & topic clusters
- Content repurposing & distribution

MODULE-20

Copywriting & Persuasive Writing

- AIDA, PAS frameworks
- Emotional triggers in ad copies
- Call-to-Action (CTA) best practices



DIGITAL MARKETING SYLLABUS

MODULE-21



Web Analytics with Google Analytics 4

- Setting up GA4
- Real-time & event-based tracking
- Goals, funnels, and conversion analysis

MODULE-22

Google Tag Manager (GTM)

- Adding tags without coding
- Trigger setup
- GA4 & Meta Pixel integration



MODULE-23

E-commerce Marketing

- Product feed creation
- Google Shopping & Meta Shop
- Email automation for e-commerce



MODULE-24



Affiliate & Performance Marketing

- Affiliate networks & programs
- CPA, CPL, CPS models
- Tracking links & performance reports

MODULE-25

AI in Digital Marketing & Tools

- ChatGPT, Jasper, Copy.ai
- AI in ad copy, content, emails
- AI-powered analytics & automation





What will you Learn from this Course?

1. Build Your Digital Foundation:

Dive into Digital Marketing essentials such as segmentation, targeting and positioning, concept of branding, website creation and B2B marketing ecosystem.

2. Learn SEO Strategies:

Understand On-page and Off-page SEO practices to strategize the improvement of search rankings. Learn how to conduct keyword research and competitor analysis for effective strategy formulation.

3. Harness Social Media Power:

Leveraging the potential of social media ecosystem with focus on Meta (Facebook & Instagram), YouTube and LinkedIn Advertising.

4. Measuring your success:

Get equipped with the leaning and understanding of Google Tag Manager and Google analytics for generating valuable insights to optimize the website's performance.

5. Run Profitable Campaigns:

Design landing pages, master Google, Meta, and LinkedIn ads, and explore retargeting.

6. Impact of AI in Digital Marketing:

Learn how AI works, basics of prompt engineering, learn different AI tools for generating attractive and effective content.

7. Boost Engagement and Growth:

Unleash affiliate marketing, retention strategies, and AI-powered marketing tools.

8. Job Assistance:

Build a winning resume, ace interviews, and explore the exciting world of digital marketing jobs.

 What is Google? How Google works?	 Build your own website!
 Search Engine Optimisation (SEO) Boost Your Website's Visibility and Drive High Traffic with Google Indexing and Ranking!	 Social Media Marketing Google, Facebook, Insta, YouTube & LinkedIn ads
 Customer Engagement Email Marketing, SMS Marketing, Whatsapp Marketing, Push Notifications on website	 Growth Marketing Affiliate Marketing, Retention Marketing
 B2C v/s B2B Marketing	 AI in Digital Marketing Grow your business from 5x to 10x.
 Information Architecture and Wireframing	 Building Shopify Websites
 Segmentation	 Targeting and Positioning

LEARNING PATH

Principles and core concepts of Digital Marketing	Learn from practical insights	Guest lectures by industry professionals	Hands on projects
---	-------------------------------	--	-------------------

TOOLS INFORMATION

Jobs in Digital Marketing

- **Digital Marketing Manager**
- **Content Marketer**
- **SEO Specialist**
- **SEM/PPC Specialist**
- **Social Media Manager**
- **Email Marketing Specialist**
- **Analytics Manager**
- **Conversion Rate Optimizer**
- **Influencer Marketer**
- **Digital Marketing Strategist**



FAQs

•I am a student who wants to look at jobs in start-ups.

Start-ups are great for digital marketing, and this is a skill that is easy to enter into. With digital marketing expertise, you can explore roles in social media management, content creation, SEO, PPC, and analytics. Start-ups often value versatile candidates who can handle multiple aspects of marketing, giving you hands-on experience and fast career growth.

•What type of education background is needed to learn digital marketing?

Digital Marketing does not need any specific background. Even if you have commerce, arts, engineering, medical, background you are free to choose this field and leverage your education skill.

•How can I get help if I encounter difficulties with the course material?

Digital marketing offers global reach, cost-effectiveness, targeted audience, measurable results, interactivity, flexibility, brand building, and integration with traditional marketing. In Digital Marketing with AI, you'll immerse yourself in a comprehensive curriculum covering the core principles of digital marketing alongside advanced AI techniques. From understanding search engine algorithms to leveraging AI-powered tools for personalized campaigns, you'll delve into SEO, social media strate.

•How will the recorded content be structured to facilitate self-paced learning?

The recorded content is organized into easily digestible modules, each covering specific concepts and skills. You can progress at your own pace, pause, rewind, and review content as needed. Supplementary materials, such as quizzes and practice questions, accompany the videos for hands-on practice.

•I am planning to start my own business. How can Digital Marketing help?

Every business needs to attract customers and in today's world most of the marketing spend is happening digitally. This course will help you understand what are the different types of digital marketing tools you can leverage to scale up your business and drive foot falls and traffic.

 Module 1: Introduction to Digital Marketing

◆ **1. Digital vs. Traditional Marketing**

Aspect	Traditional Marketing	Digital Marketing
Medium	Print (newspapers, magazines), TV, Radio, Banners	Internet (Websites, Social Media, Emails, Mobile Apps)
Cost	Usually expensive	Cost-effective, scalable
Reach	Local or limited reach	Global reach instantly
Targeting	Broad audience	Highly targeted (demographics, behavior, interest)
Tracking	Difficult to track results	Easy to track with analytics
Interaction	One-way (brand to consumer)	Two-way (brand ↔ consumer)

Example:

- **Traditional:** A billboard on a highway.
- **Digital:** A Facebook ad targeting users in Mumbai interested in fashion.

◆ **2. Marketing Funnel: AIDA Model & TOFU-MOFU-BOFU**

💡 **AIDA Model** – The stages of consumer decision-making:

- **A – Attention:** Grab the user's attention (via ads, headlines)
- **I – Interest:** Build interest with valuable info or a compelling message
- **D – Desire:** Create desire by showcasing benefits and emotional triggers
- **A – Action:** Encourage users to take action (buy, sign up, click, etc.)

📊 **TOFU – MOFU – BOFU** (Marketing Funnel Stages)

Funnel Stage	Meaning	Example Content
TOFU (Top of Funnel)	Awareness	Blog posts, social media, videos, infographics
MOFU (Middle of Funnel)	Consideration	Case studies, comparison guides, webinars
BOFU (Bottom of Funnel)	Decision	Free trial, product demo, testimonials, offer

 **Use the funnel to create the right content for the right stage of the customer journey.**

◆ **3. Key Terms & Trends in Digital Marketing**

📖 **Important Terms:**

- **SEO (Search Engine Optimization):** Optimizing content to rank higher on Google
- **SEM (Search Engine Marketing):** Running paid ads on search engines (Google Ads)
- **SMM (Social Media Marketing):** Promoting on platforms like Facebook, Instagram
- **CTR (Click-Through Rate):** % of people who click on your ad or link
- **ROI (Return on Investment):** Profit earned from marketing spend

🚀 **Current Trends:**

- Short-form video content (Reels, TikTok)
- AI in content creation (ChatGPT, Jasper)
- Voice search optimization
- Personalization in email & ads
- Influencer & nano-influencer marketing



Module 2: Website Planning & WordPress Development

◆ 1. Domain & Hosting Setup

What is a **Domain Name**?

- A domain name is your website’s address on the internet.
- Example: `www.yourbusiness.com`
- It’s like the name of your shop.

What is **Web Hosting**?

- A hosting service stores all your website files and makes them accessible on the internet.
- Think of it as the land where your shop (website) is built.

Teaching Tip:

- Compare domain = “home address”
- Hosting = “the house itself”

Steps to Buy:

- Choose a domain name (use sites like GoDaddy, Namecheap)
- Choose a hosting provider (e.g., Hostinger, Bluehost, SiteGround)

- Connect the domain with hosting via **nameservers** (DNS)

◆ 2. Installing WordPress

Why WordPress?

- Free, open-source, beginner-friendly
- Used by 40%+ of all websites globally

Ways to Install:

1. **One-Click Install** (through your hosting control panel like cPanel)
2. **Manual Install** (download from wordpress.org)

Key Setup Steps:

- Set site title and admin email
- Create admin username/password
- Log into WordPress Dashboard (`yourdomain.com/wp-admin`)



◆ 3. Themes, Plugins, Pages & Responsive Design

Themes

- Pre-designed templates that control how your website looks
- Free themes (like Astra, Neve) or premium (from ThemeForest)
- Can customize via “Appearance > Customize”

Plugins

- Add functionality to your website without coding
- Examples:
 - **Elementor** – drag-and-drop page builder
 - **Yoast SEO** – SEO optimization
 - **WPForms** – Contact forms
 - **WooCommerce** – For e-commerce stores



- **WooCommerce** – For e-commerce stores

Pages

- Static parts of your website (vs. posts which are blog entries)
- Common pages:
 - Home
 - About Us
 - Services / Products
 - Contact Us
 - Blog (optional)

Responsive Design

- A responsive website adjusts to screen sizes: desktop, tablet, mobile
- Most modern themes are responsive
- Test using: [Google Mobile-Friendly Test](#)

🔍 Module 3: Search Engine Optimization (SEO) – Basics

This module introduces students to the foundation of SEO—what it is, why it matters, and how it works to drive **free, organic** traffic to websites.

◆ 1. What is SEO & How It Works

✅ Definition of SEO:

SEO stands for **Search Engine Optimization**.
It is the practice of optimizing your website to **rank higher in search engines** like Google, Bing, etc., and get **more unpaid (organic) traffic**.

📋 How SEO Works – Step-by-Step:

1. **Crawling** – Google bots (also called spiders) browse the web and discover your site.
2. **Indexing** – Your site pages are stored in Google’s database.
3. **Ranking** – Google shows your page in search results when someone searches for related keywords, based on its algorithm.

🎯 Goal of SEO:

To appear on the **first page of Google** — ideally in the **top 3 results**, because that’s where 70%+ of the clicks happen!

◆ 2. Keyword Research Fundamentals

🔑 What are Keywords?

- Keywords are the **words or phrases** people type into Google to find something.
 - Example: “best digital marketing course in Mumbai”

📊 Types of Keywords:

Type	Example	Use
Short-tail	"Shoes"	High volume, low conversion
Long-tail	"Best running shoes for women under 2000"	Low volume, high conversion
Informational	"What is SEO?"	Blog posts, guides
Transactional	"Buy SEO course online"	Product pages, services

🔍 Tools for Keyword Research:

- Google Keyword Planner (free)
- Ubersuggest
- SEMrush / Ahrefs (paid)
- Google Autosuggest (manual)

💡 Teaching Tip:

Ask students: “If you were buying a laptop, what would you type in Google?”
Make them brainstorm keywords for various businesses.

◆ 3. SERP Types & Ranking Factors

💻 What is SERP?

- SERP = **Search Engine Results Page** – the page you see after searching on Google.
- It contains **organic results, paid ads, featured snippets, videos, maps**, etc.

🔄 Types of SERP Features:

- Organic Listings** (main SEO results)
- Paid Ads (PPC)** – appear at top/bottom
- Featured Snippets** – quick answer boxes (Position 0)
- Local Pack** – maps & local businesses
- People Also Ask** – related questions
- Video Results** – from YouTube

🏠 Google’s Key Ranking Factors:

- (Over 200, but here are major ones):
- Relevant Content** (matches user intent)
 - Backlinks** (from trusted websites)
 - Page Speed** (fast loading sites rank better)
 - Mobile-Friendliness**
 - Keyword Usage** (in title, meta, headings, content)
 - User Experience** (low bounce rate, good UX)

🔧 Module 4: Advanced On-Page SEO

This module focuses on how to optimize individual pages on a website to improve their visibility in search engines like Google.

◆ 1. Meta Tags, Headings, and Schema Markup

📌 Meta Tags

Meta tags are bits of code in your webpage that tell search engines what your page is about.

- **Meta Title (Title Tag):**
 - Appears on search engine results.
 - Should be under 60 characters.
 - Must include **primary keyword**.
 - Example: `Best Digital Marketing Course in Delhi | Learn SEO, SMM & More`
- **Meta Description:**
 - Short summary shown under the title in search results.
 - Max 160 characters.
 - Should **encourage clicks**.
 - Example: `Join our top-rated digital marketing course in Delhi. 100% practical + certification.`

📌 **Teaching Tip:** Show live Google results and point out the title & description.

📖 Headings (H1 to H6)

Used to **structure content** clearly for both users and Google.

- **H1:** Main title of the page (use only once)
- **H2, H3:** Subheadings (use for organizing sections)
- **Best Practice:**
 - Include keywords naturally.
 - Avoid keyword stuffing.

💡 **Example:**

```
makefile

H1: Learn Digital Marketing Online
H2: Why Choose Our Course?
H2: Course Modules
H3: SEO Basics
H3: Social Media Ads
```



🔧 Schema Markup (Structured Data)

- Special code added to your site to help search engines understand your content.
- It helps show **rich results** (star ratings, FAQs, recipes, etc.).

👤 **Example:**

A blog about a recipe can show **cooking time, ratings, and calories** in Google results.

⚙️ **Tools:**

- <https://schema.org>
- Google’s Structured Data Testing Tool

◆ 2. Image Optimization

Images make your website beautiful—but unoptimized images **slow down your site** and hurt SEO.

🖼️ **Best Practices:**

- **Compress images** (using TinyPNG or plugins like Smush)
- Use **descriptive file names**: `digital-marketing-classroom.jpg`
- Add **ALT text** for accessibility and SEO.
 - Example: `ALT="students in digital marketing class"`

📌 **ALT text** helps Google “read” what the image is about and improves image search rankings.

👤 **Teaching Tip:** Ask students to upload an image to WordPress and add ALT text, resize, and rename it properly.

◆ 3. Internal Linking Strategies

Internal links = hyperlinks within your own website, connecting one page to another.

🔗 **Why It’s Important:**

- Helps Google understand site structure
- Passes “link juice” (SEO value) to other pages
- Improves **user experience** by keeping visitors on-site longer

 Module 5: Advanced Off-Page SEO

This module teaches students how to improve a website’s authority and ranking through activities **done outside the website** — known as **Off-Page SEO**.

 Start With the Basics

“If On-Page SEO is about optimizing your house, Off-Page SEO is like getting other people to recommend it. The more high-quality recommendations (links) you have, the more Google trusts your site.”

 1. Link-Building Techniques

 What is Link-Building?

Link-building is the process of getting hyperlinks from  other websites to your own.

 Why It Matters:

- Backlinks = “votes of trust” for Google
- High-quality backlinks = **better rankings**

 Types of Link-Building Techniques:

1. **Natural Links** – Earned automatically when others like your content
2. **Manual Outreach** – You reach out and request a link
3. **Self-Created** – Forum profiles, blog comments, directories (less effective)

 Good vs. Bad Links:

Good Backlinks	Bad Backlinks
From relevant, high-authority sites	From spammy, irrelevant sites
Editorially placed	Paid links (against Google policy)

 **Teaching Tip:** Show examples of websites like Wikipedia or Forbes linking to blogs.

 2. Directory & Forum Submissions

 Directory Submissions

- Submitting your website to **online business directories**
- Helps improve visibility & earn basic backlinks

 Examples:

- Justdial, Sulekha (India)
- Yelp, Yellow Pages (US)
- Google My Business (for local SEO)

 Best Practices:

- Use correct NAP (Name, Address, Phone)
- Choose relevant categories
- Avoid spammy directories

 Forum Submissions

- Join industry-related forums & communities
- Answer questions and **drop links naturally** where helpful

 Examples:

- Quora
- Reddit
- Warrior Forum
- Stack Exchange (for tech topics)

 Tips:

- Add value before linking
- Don’t spam with links
- Use your **website in signature** or profile when allowed

 **Teaching Tip:** Show how to post a helpful reply on Quora with a link to a related blog.





Module 6: Technical SEO (Simplified for Teaching)

◆ 1. Page Speed Optimization

“Faster websites = better user experience + higher Google ranking.”

- If your site loads slow, users leave → high bounce rate.
- Google prefers fast-loading pages.

✓ Teach These Tools:

- **PageSpeed Insights** (by Google) – to check speed
- **GTmetrix** – detailed speed report

✓ Fixes:

- Compress images (use TinyPNG)
- Use caching plugins (e.g., WP Rocket)
- Use lightweight themes



◆ 2. Mobile-First Indexing

“Google now looks at the **mobile version** of your site first, not desktop.”

- More than 60% of users browse on mobile.
- Your website **must be mobile responsive**.

✓ How to Check:

- Use Google’s **Mobile-Friendly Test**
- Open your site on phone: Does it adjust well?

✦ *Key Point:* If your site isn’t mobile-friendly, Google will rank it lower.

◆ 3. Crawlability & Indexing

“Google uses bots to **crawl** (read) your website and then **index** (store) it in search results.”

✓ Ensure:

- You have a **clean sitemap.xml** (submit in Google Search Console)
- Your **robots.txt** file isn’t blocking important pages
- Important pages have the tag: `<meta name="robots" content="index, follow">`

🔧 Tools to Use:

- Google Search Console
- Screaming Frog SEO Spider (for advanced audits)

✦ *Example:* If Google can’t crawl your page, it won’t show it in search results.

1. Setting Up & Using Google Search Console (GSC)

What is GSC?

Google Search Console is a free tool from Google that helps you track how your website is performing in Google search.

Why use it?

- See which **keywords** bring people to your site
- Know if there are any **errors** (broken pages, mobile issues, etc.)
- Tell Google when you make **new updates** to your site

How to Set It Up?

- Go to <https://search.google.com/search-console>
- Sign in with your Google account
- Add your website (verify using domain or file method)
- Once set up, you'll see data about your website's search performance

2. Detecting Issues & Fixing Them in GSC

Common problems GSC shows:

-  **404 Errors:** Page not found (maybe deleted or wrong link)
-  **Mobile Usability Issues:** Page not mobile-friendly
-  **Crawl Errors:** Google bots couldn't read the page
-  **Manual Actions:** Google penalized the site

How to Fix:

- Fix or redirect broken pages
- Make design mobile-friendly
- Allow Google to crawl your pages (no blocking in robots.txt)
- Follow SEO best practices if penalized

3. SEO Audit Tools & Checklists

SEO Audit = Checking the health of your website for SEO

Tools You Can Use:

-  Google Search Console (free)
-  Ahrefs / SEMRush / Ubersuggest
-  Screaming Frog (for scanning your website)

Here's a **simple SEO audit checklist**:

✔ Area	🔍 What to Check
⚙️ Technical SEO	Site speed, mobile-friendliness, broken links
🔑 On-Page SEO	Page titles, meta descriptions, keyword use
📄 Sitemap & Robots.txt	Make sure sitemap is submitted to GSC
🔗 Backlinks	Check which other websites link to you
📊 Analytics	Use GSC + Google Analytics to track traffic

🎯 **In Short:**

- GSC helps you **understand and improve** your site in Google
- You can **spot and fix problems** that affect your search ranking
- Doing an SEO audit regularly ensures your site is **healthy and Google-friendly**



1. What is a Google Search Campaign?

A **Search Campaign** means showing your **text ads** on Google when someone searches for keywords related to your business.

-  Example: If you run a cake shop, and someone types "buy chocolate cake", your ad can show up at the top of the Google search results.

2. Keyword Match Types

This tells Google how closely a search term must match your keyword before your ad shows.

Match Type	Example Keyword	When Ad Shows	Example Search
 Broad Match	chocolate cake	Any related words	"best cakes", "buy cake online"
 Phrase Match	"chocolate cake"	Same phrase order	"order chocolate cake online"
 Exact Match	[chocolate cake]	Exact keyword only	"chocolate cake"
 Negative Match	-free	Excludes a word	Won't show if search has "free"

3. Ad Groups, Ad Copies, Extensions

Ad Groups

- A collection of ads targeting similar keywords
- Helps you keep ads organized
- Example: One group for "birthday cakes", another for "wedding cakes"

Ad Copies

- These are the **text ads** that users see
- Good ad copy = grabs attention + clear CTA
- Example:
Headline: "Fresh Chocolate Cakes | Order Online"
Description: "Get same-day delivery. Baked fresh daily. Order now!"

Ad Extensions

- Extra info added to your ad
- Makes your ad **bigger and more clickable**
- Examples:
 -  Phone number
 -  Location
 -  Extra links to your website

4. Important Metrics: CTR, CPC, Quality Score

CTR – Click Through Rate

- % of people who **clicked your ad** after seeing it
- Formula: **Clicks ÷ Impressions × 100**
- Higher CTR = better ad performance

CPC – Cost Per Click

- How much you **pay for each click**
- Lower CPC = you're saving money!

Quality Score

- Google's rating of your ad's **relevance and quality**
- Based on:
 - Keyword relevance
 - Ad relevance
 - Landing page experience
- Score: 1 to 10
- Better Quality Score = lower CPC + better ad rank

Summary in Simple Words:

- Google Search Ads show up when people **search for your keywords**
- You choose **how closely their search should match** (broad, phrase, exact)
- Create **ad groups** with good **ad copies and extensions**
- Focus on improving **CTR**, **reducing CPC**, and getting a high **Quality Score** to win in ads!

Module-9: Google Ads – Display & Remarketing

1. Display Ads

- These are **image or banner ads**.
 - Shown on websites, YouTube, and apps (not on Google Search).
 - Used to **promote your brand** and get more visitors.
-

2. Remarketing

- Show ads to people who already visited your website.
 - Helps **bring them back** to buy or sign up.
-

3. Banner Creation

- Make ads with clear **text + image + button**.
 - Use tools like Canva or Google Ads' built-in tool.
-

4. Audience Targeting & Exclusion

- **Target:** Pick who should see your ad (age, interests, websites).
 - **Exclude:** Stop showing ads to the wrong people or places.
-

5. Remarketing Setup

1. Add **Google tag** to your site.
 2. Create a **remarketing list** (e.g. all visitors).
 3. Show ads only to those people.
-

Simple Goal:

Reach the **right people at the right time** — especially those who already showed interest in your website.

Module-10: YouTube Advertising (Video Ads)

1. What is YouTube Advertising?

YouTube Ads are **video ads** that play on YouTube before, during, or after other videos. They help you **promote your product, service, or brand** to people watching videos online.

2. Types of Video Ads

1. Skippable Ads

- Viewers can **skip the ad after 5 seconds**
- You **only pay** if they watch for 30 seconds or more

2. Non-Skippable Ads

- Viewers **must watch the full ad**
- Usually **15–20 seconds** long
- Best for strong messages in short time

3. Bumper Ads

- Only 6 seconds long
- Can't be skipped
- Great for quick brand awareness

4. In-feed Video Ads

- Show up in YouTube **search results or homepage**
 - Users click to watch the video
-

3. CPV Bidding (Cost Per View)

- You set how much you are **willing to pay per view**
- You only pay when someone **watches 30 seconds** or more, or interacts with your ad (like clicking)

4. YouTube Ad Analytics

You can see how your ads are performing by checking:

-  **Views** – how many people watched your ad
 -  **Watch time** – total time people spent watching your ads
 -  **Cost** – how much you paid for the views
 -  **Engagement** – how many people clicked, liked, or shared the ad
-

In Simple Words:

YouTube video ads help you **connect with people using short videos**, and you **only pay** when they really watch. It's a great way to **increase your reach, build trust, and get more customers**.

Module-11: Meta Ads – Facebook & Instagram Ads

1. Campaign Structure: Campaign > Ad Set > Ads

To run ads on Facebook & Instagram, you follow 3 levels:

Campaign

- This is where you **choose your goal**, like:
 - Get more website visits
 - Get more leads
 - Get more messages

Ad Set

- This is where you set your:
 - **Audience** (who should see your ad)
 - **Budget** (how much to spend)
 - **Placement** (Facebook, Instagram, etc.)

Ads

- This is your actual **image, video, or text ad** that people will see.

2. Audience Targeting

Custom Audience

- Target people who:
 - Visited your website
 - Watched your videos
 - Engaged with your page or posts

Lookalike Audience

- Facebook finds **new people similar** to your custom audience
- Great for reaching more people who are likely to be interested

3. Ad Formats

Carousel Ads

- Multiple images or videos in a single ad
- Users can **swipe left/right**
- Great for showing different products or features 

Video Ads

- Use videos to explain, promote, or show your product
- Helps catch attention quickly

Lead Form Ads

- People can fill a form **inside Facebook or Instagram**
- No need to visit your website
- Useful for collecting names, phone numbers, or emails

In Simple Words:

Meta Ads (Facebook + Instagram) help you **show ads to the right people** using smart targeting. You can run ads using images, videos, or forms to **get more traffic, leads, or sales**.

Module-12: LinkedIn Marketing

1. LinkedIn Company Pages

- A LinkedIn company page is like a business profile.
- It helps you **show your brand, services, and updates** to professionals.
- People can **follow your page**, see your posts, and apply for jobs.
- Great for **building trust in the business world**.

2. Ad Formats & Targeting Professionals

LinkedIn Ads are great for **reaching working professionals** or business decision-makers.

Ad Formats:

-  **Single Image Ads** – One image with text
-  **Carousel Ads** – Multiple images to swipe
-  **Video Ads** – Short videos to explain or promote
-  **Text Ads** – Small ads shown on the sidebar
-  **Sponsored Content** – Boosted posts from your  company page

Targeting Options:

You can target people based on:

-  Job title (e.g., Marketing Manager)
-  Industry (e.g., IT, Education)
-  Company size or name
-  Location, skills, or education

3. InMail Ads & B2B Strategies

InMail Ads (Message Ads)

- You can **send a personal message** directly into someone's LinkedIn inbox.
- Good for **event invites, free trials, offers, or direct communication**.

B2B Strategies (Business-to-Business)

- LinkedIn is the **best platform for B2B marketing**
- You can:
 - Generate **high-quality leads**
 - Connect with **decision-makers**
 - Promote **services or products** to other companies
 - Build **professional relationships and trust**

In Simple Words:

LinkedIn marketing helps you **promote your brand to professionals, reach the right audience**, and build strong **business connections**, especially for **B2B (business-to-business)** growth.

Module-13: Twitter (X) Ads

1. Twitter Ad Types

Twitter (now called X) offers several ad types to help you **promote your content** and **reach more people**.

Common Twitter/X Ad Types:

-  **Promoted Tweets**
Your tweet appears to more people, even if they don't follow you.
-  **Image & Video Ads**
Promote tweets with **images** or **videos** to grab attention.
-  **Video Views Ads**
Focus on getting people to **watch your video**.
-  **App Install Ads**
Show tweets that encourage people to **download your app**.
-  **Follower Ads**
Helps you **gain more followers** by showing your profile to new users.

2. Hashtag Strategy

Hashtags help you **join trending topics** and **get more visibility**.

◆ **Tips for Using Hashtags:**

- Use **2–3 relevant hashtags** in your tweet
- Create **branded hashtags** for your campaign (e.g., #TravelWithUs)
- Join **trending hashtags** (only if relevant to your content)
- Helps your ad appear in **hashtag searches**

3. Influencer Collaborations & Trends

Influencer Collaborations:

- Partner with **popular Twitter users** (influencers)
- They promote your brand to their followers
- Builds **trust** and reaches a **targeted audience**

Using Twitter Trends:

- Keep an eye on **trending topics**
- Create content or ads that match the **current buzz**
- This increases **engagement and visibility**

In Simple Words:

Twitter/X ads help you **promote tweets**, **get views**, and **grow followers**.
Use **hashtags** and **trending topics** to reach more people.
Collaborate with influencers to grow faster and build trust.

Module-14: Social Media Optimization (SMO)

1. Profile Optimization

This means making your **social media profile complete, attractive, and professional** so people trust and follow you.

What to do:

- Use a **clear profile picture** (like your logo or a real face)
- Write a short, **clear bio** explaining what you do
- Add your **website link** or contact info
- Use **keywords** in your bio and posts so people can find you easily

2. Organic Growth Techniques

Organic growth means growing your followers and reach **without paying for ads**.

Tips to grow:

- Post **regularly** (daily or a few times a week)
- Use **relevant hashtags** to get discovered
- Share **valuable and interesting content** (tips, facts, videos)
- Post at **the right time** when your audience is active
- Encourage followers to **tag friends or share your posts**

3. Engagement Boosting Methods

Engagement means getting people to **like, comment, share, save, or reply** to your posts.

How to increase engagement:

- Ask **questions** in your captions
(e.g., “What’s your favorite travel spot?”)
- Run **polls, contests, or giveaways**
- Use **interactive stories** (Instagram/Facebook)
- Reply to comments and **DMs quickly**
- Post **relatable or emotional content** to connect  followers

In Simple Words:

Social Media Optimization helps you make your profile look **great**, grow **followers without ads**, and get more **likes, comments, and shares** — all by using smart content and consistent activity.

Module-15: Social Media Marketing (SMM) Strategy

1. Building a Content Calendar

A **content calendar** helps you **plan what to post and when** on your social media platforms.

✅ Why it's useful:

- Keeps your posts **organized and consistent**
- Helps you plan for **festivals, events, or product launches**
- Saves time and reduces last-minute work

🔧 What to include:

- Post **date and time**
- Platform (Instagram, Facebook, LinkedIn, etc.)
- Type of content (image, video, story, reel)
- Caption, hashtags, and call-to-action

2. Cross-Platform Branding

This means keeping your **brand look and message the same** across all social media platforms.

✅ How to do it:

- Use the **same logo, colors, and style** on every platform
- Keep your **bio and profile names similar**
- Share **consistent messaging** (tone, values, services)
- Adjust content **format** for each platform, but keep the **core message same**

Example: A motivational quote in a video on Instagram, a carousel on Facebook, and a text post on LinkedIn — all matching your brand voice.

3. Measuring Engagement Metrics

Engagement metrics show how well your content is **performing and connecting** with your audience.

✅ Key metrics to track:

- 👍 Likes and Reactions
- 💬 Comments
- 💬 Shares
- 👁 Views
- 📈 Reach & Impressions
- 💾 Saves (on Instagram)
- 🖱 Clicks on links or buttons

Analyzing these metrics helps you know what type of content your audience likes and how to improve your strategy.

✅ In Simple Words:

SMM strategy means **planning smart, branding consistently, and tracking results.**

It helps you post better, stay organized, look professional on all platforms, and grow by understanding what works.

 1. Finding and Onboarding Influencers

Influencers are people on social media who have **many followers** and can **influence their audience’s choices**.

 How to find the right influencer:

- Look for someone in your **industry or niche**
- Check their **engagement rate** (likes, comments)
- Make sure their audience **matches your target customers**

 Onboarding influencers:

- Contact them professionally (DM or email)
- Explain your **brand, campaign, and goals**
- Discuss **payments, deliverables, and timelines**
- Build a **long-term relationship** if they work well

 2. Nano vs. Micro vs. Macro Influencers

Type	Followers	Best For
Nano	1K – 10K	Very personal, trusted by small audience
Micro	10K – 100K	Good engagement, affordable for small brands
Macro	100K – 1M+	Big reach, suitable for large campaigns

 **Tip:** Nano and Micro influencers are often better for **local or niche businesses** because they feel more real and trusted.

 3. Running UGC Campaigns (User-Generated Content)

UGC means content created by your customers or followers, like reviews, photos, or videos of your product.

 How to run UGC campaigns:

- Ask users to **share their experience** using your product
- Create a **hashtag** (e.g., #MyTravelBag) to track entries
- Run **contests or giveaways** to encourage more UGC
- Repost their content (with credit) to build trust and community

 In Simple Words:

Influencer marketing means **working with people who already have an audience**.
Community marketing means **engaging real people** to promote your brand by **sharing their own content and stories**.
It builds **trust, reach, and loyalty** in a more natural way.

Module-17: Email Marketing & Automation

1. Email List Building (Ethically)

This means collecting email addresses from people **who really want to hear from you**.

How to build your list the right way:

- Use **signup forms** on your website or blog
- Offer **free resources** like eBooks, guides, or discounts
- Never **buy email lists** — it's not safe or legal
- Ask people to **give permission** before sending emails (opt-in)

 Ethical list building = **better engagement** and **fewer spam reports**

2. Designing Email Templates

Your email should be **easy to read**, **look professional**, and match your brand.

What to include in a good email template:

-  A clear subject line
-  A simple, mobile-friendly design
-  **Header + message + call-to-action** (e.g., “Buy Now” or “Learn More”)
-  Links to your website or social media
-  An **unsubscribe** link at the bottom

 Tools like Mailchimp, ConvertKit, or MailerLite help you design beautiful email templates without coding.

3. Automation Sequences

Automation means setting up emails that go out **automatically** based on user actions.

Common Automation Types:

1. Welcome Series

- Sent when someone **joins your email list**
- Say hello, introduce your brand, and give a freebie or offer

2. Nurture Sequence

- A series of helpful emails sent over time
- Builds **trust and connection** with your audience
- Example: Send tips, case studies, or success stories

3. Cart Abandonment

- Sent when someone adds a product to their cart but doesn't buy
- Reminds them to complete the purchase
- Often includes a **discount or bonus** to encourage action

In Simple Words:

Email marketing helps you **talk directly to your customers**, share value, and increase sales.

Automation saves time by sending the **right message**  **the right time** — all without manual work!

MODULE-18: WhatsApp & SMS Marketing (Made Simple)

This module teaches you how to send messages to many people at once using WhatsApp and SMS for marketing. It helps you **connect with customers directly on their phones**.

◆ **1. Bulk Messaging Tools**

- These are tools or software that help you **send one message to many people at the same time**.
- For example: You can send offers, updates, or reminders to 500+ people with just one click.

- ✓ Saves time
- ✓ Reaches many people quickly
- ✓ Useful for promotions or alerts

◆ **2. Compliance & Permission-Based Outreach**

- You **must get permission** from people before sending messages.
- This means sending messages **only to those who agreed** to receive them.

- ✓ Avoids spamming
- ✓ Builds trust
- ✓ Follows legal rules (like GDPR, TRAI in India)

◆ **3. Conversational Marketing**

- This means **talking to customers one-on-one** in a friendly and helpful way.
- Example: A student asks about a course, and you reply on WhatsApp with info and help.
- It's like **chatting with a customer instead of just sending ads**.

- ✓ Builds relationships
- ✓ Increases conversions (more people buy or join)
- ✓ Makes customers feel heard and supported

In short:

Use WhatsApp and SMS to send bulk messages (with permission), follow the rules, and talk to your customers like a real conversation – not just a sales pitch.

MODULE-19: Content Marketing & Strategy (Made Easy)

This module teaches how to create and share **useful and valuable content** to attract people to your business or brand.

◆ **1. Blogging & Long-Form Content**

- **Blogging** means writing helpful articles on your website.
- **Long-form content** means writing in **detail** (more than 800–1000 words).
- Example: A blog post titled “*Top 10 Tips to Crack NEET Exam*”

- ✓ Helps in Google ranking (SEO)
- ✓ Builds trust and expertise
- ✓ Brings more traffic to your website



◆ **2. Content Pillars & Topic Clusters**

- **Content Pillars** are the **main big topics** you talk about.
Example: For a study coaching brand → *NEET Prep, JEE Tips, Time Management*
- **Topic Clusters** are **smaller topics** linked to each pillar.
Example: Under *NEET Prep*, you can write:
 - Best Books for NEET
 - Daily Study Routine for NEET
 - Biology Tips for NEET

- ✓ Organizes your content
- ✓ Makes your website easier to understand
- ✓ Boosts SEO and content ideas



◆ **3. Content Repurposing & Distribution**

- **Repurposing** means using the same content in **different formats**.
Example: Turn a blog post into:
 - Instagram post
 - YouTube video
 - Infographic
 - WhatsApp message
- **Distribution** means **sharing your content** on different platforms like:
 - Social media
 - Email
 - WhatsApp
 - Your website

- ✓ Saves time
- ✓ Reaches more people
- ✓ Keeps your message consistent



In short:

Create helpful content (like blogs), organize it by main topics and subtopics, reuse it in different ways, and share it everywhere your audience is!

🔥 MODULE-20: Copywriting & Persuasive Writing (Made Easy)

This module teaches you how to write words that convince people to take action — like buying something, clicking a link, or signing up.

◆ 1. AIDA & PAS Frameworks

✅ AIDA = Attention, Interest, Desire, Action

This is a simple method to write any ad, post, or message:

- **Attention** – Grab people’s attention (with a bold line)
“Tired of failing NEET again and again?”
- **Interest** – Give some useful or interesting info
“Our toppers followed just 3 daily routines to stay ahead.”
- **Desire** – Make them want your solution
“Learn secrets from India’s best NEET mentors.”
- **Action** – Tell them what to do next
“Join now – Limited seats only!”

✅ PAS = Problem, Agitate, Solution

- **Problem** – Show their pain point
“Scoring low in mock tests?”
- **Agitate** – Make it feel urgent
“It could cost you your dream college!”
- **Solution** – Give your offer or idea
“Let Udaan Classes guide you with expert mentors and test strategies.”

◆ 2. Emotional Triggers in Ad Copies

These are **feelings** you use in writing to make people act:

- **Fear** – “Don’t let your dream slip away.”
- **Hope** – “This can change your future.”
- **Success** – “Top rankers started right here.”
- **Belonging** – “Join thousands of successful students.”
- **Urgency** – “Limited time offer, don’t miss out!”

✅ Emotion connects better than just facts.

◆ 3. Call-to-Action (CTA) Best Practices

A **CTA** tells people what to do next. It must be clear and direct.

Good CTA Examples:

- “Apply Now”
- “Book Your Free Demo”
- “Download the Guide”
- “Join Our Batch Today”
- “Get Free Counseling”

✅ Keep it short

✅ Use action words

✅ Create urgency when needed



MODULE-21: Web Analytics with Google Analytics 4 (Simple Words)

This module helps you **track and understand** what people do on your website using Google Analytics 4 (GA4).

◆ 1. Setting Up GA4

- GA4 is a **free tool from Google** that tracks website visitors.
- You learn how to **install GA4 on your website** to start collecting data.

- ✓ Know who visits your site
- ✓ Track what they click or read
- ✓ See where they come from

◆ 2. Real-Time & Event-Based Tracking

- **Real-Time** = See what's happening **right now** on your site (who's on it, what page).
- **Event-Based Tracking** = GA4 tracks **every action** (called "events") like:
 - Button clicks
 - Video views
 - Form submissions

- ✓ Helps you see what's working
- ✓ Understand user behavior

◆ 3. Goals, Funnels & Conversion Analysis

- **Goals** = What you want users to do (like filling a form, buying a product).
- **Funnels** = The **steps users take** before completing a goal.
- **Conversion Analysis** = See **how many users complete the goal**, where they drop off, and how to improve.

- ✓ Know what's stopping people
- ✓ Improve website performance
- ✓ Increase leads/sales



In short:

GA4 helps you **track visitors**, **understand actions**, and **improve results** by analyzing goals and conversions.

Want a simple diagram or example GA4 report explanation?

MODULE-22: Google Tag Manager (GTM) – In Simple Words

This module teaches how to **add and manage tracking codes** on your website **without needing any coding**. You will also learn how to set **triggers** and **connect important tools** like Google Analytics 4 (GA4) and Meta Pixel (Facebook Pixel).

1. Adding Tags Without Coding

- In digital marketing, we use **tags** (small code snippets) to track user actions like clicks, page visits, form submissions, etc.
- With **Google Tag Manager**, you can add these tags **yourself** – no need to ask a developer.
- Example: You can add the **GA4 tracking tag** or **Meta Pixel** to your site using GTM.

-  Easy to manage all your tracking codes in one place
-  Saves time and reduces errors
-  Works on almost all websites



2. Trigger Setup

- **Triggers** tell GTM **when** a tag should be activated.
- Example: You can create a trigger that fires a tag **when a user clicks a button**, visits a page, or fills a form.
- This helps you track specific actions of users on your website.

-  Track only what matters
-  Helps in better marketing and data decisions

3. GA4 & Meta Pixel Integration

- GTM lets you **connect Google Analytics 4** and **Meta Pixel (used for Facebook Ads)** easily.
- This helps you track events like sign-ups, purchases, or clicks — and send that data to Google or Facebook for better reporting and ad targeting. 

-  Understand what users are doing on your site
-  Show better ads to the right audience
-  Improve marketing performance

In short:

Google Tag Manager helps you **add tracking tools**, **set conditions for tracking**, and **connect with GA4 and Meta Pixel** — all without touching website code. It saves time and gives you full control over what you want to measure.

MODULE-23: E-commerce Marketing (In Simple Words)

This module teaches how to promote and sell products online using platforms like **Google Shopping**, **Meta Shop (Facebook & Instagram)**, and **email marketing** tools.

◆ **1. Product Feed Creation**

- A **product feed** is a file or list that contains all your product details like:
 - Product name
 - Price
 - Image
 - Description
 - Availability
- This feed is used to show your products on places like Google or Facebook.
- You learn how to create and manage a product feed using tools like **Google Merchant Center**.

- ✓ Helps show your products in Google Search
- ✓ Keeps product info updated automatically
- ✓ Saves time in managing multiple listings

◆ **2. Google Shopping & Meta Shop**

- **Google Shopping** lets your products appear in Google search with prices and images.
- **Meta Shop** lets you create a store on **Facebook and Instagram** where users can browse and buy.
- In this module, you learn how to connect your product feed to both platforms and run ads.

- ✓ Reach more people directly through search and social media
- ✓ Easy shopping experience for users
- ✓ Better chances of sales



◆ **3. Email Automation for E-commerce**

- Email automation means sending emails **automatically** based on what the customer does.
For example:
 - Welcome emails when someone signs up
 - Reminder emails for abandoned carts
 - Offers on birthdays or past purchases
- You learn to use tools like **Mailchimp**, **Klaviyo**, or **Shopify Email** for automation.

- ✓ Builds customer loyalty
- ✓ Increases repeat sales
- ✓ Saves manual work and time

In short:

This module helps you learn how to **upload and promote products online**, use **Google and Facebook stores**, and **automate emails** to grow sales without doing everything manually.

MODULE-24: Affiliate & Performance Marketing (In Simple Words)

This module teaches how to earn money or drive sales through **affiliate marketing** – by **promoting someone else’s products or services** and getting paid when a user takes action (like clicks, signs up, or buys).

◆ 1. Affiliate Networks & Programs

- An **affiliate program** is a system where a company pays people (affiliates) to promote their products.
- An **affiliate network** is a platform that connects many companies (brands) with many affiliates.
- Examples of popular networks: **Amazon Associates, ClickBank, Impact, CJ Affiliate.**

- ✓ You don’t need your own product
- ✓ You earn commission when someone buys through your link
- ✓ Easy to start and scale

◆ 2. CPA, CPL, CPS Models

These are **payment models** used in affiliate marketing:

- **CPA (Cost Per Action):** You get paid when someone does a certain action (like signing up).
- **CPL (Cost Per Lead):** You earn money when someone fills out a form or becomes a lead.
- **CPS (Cost Per Sale):** You earn a percentage of the sale amount when someone buys.

- ✓ Know how you get paid
- ✓ Choose the right model for your goal
- ✓ CPS is common in e-commerce, CPL in services

◆ 3. Tracking Links & Performance Reports

- Affiliates use **special tracking links** to know which user came from their promotion.
- These links help track:

- Clicks
 - Leads
 - Sales
- Performance reports show how well your affiliate marketing is working (e.g., how many clicks converted to sales).

- ✓ Helps you measure success
- ✓ Lets you improve your strategy
- ✓ Important for fair payments

In short:

This module teaches you how to **promote products from other companies**, understand how **commissions work (CPA, CPL, CPS)**, and **track performance** using special links and reports.

Would you like real examples of affiliate programs or how to create a tracking link?

MODULE-25: AI in Digital Marketing & Tools (Made Easy)

This module helps you understand how **Artificial Intelligence (AI)** is making digital marketing faster, smarter, and more effective – using powerful tools like **ChatGPT, Jasper, and Copy.ai**.

◆ 1. ChatGPT, Jasper, Copy.ai – AI Writing Tools

- These are **AI content writing tools**. You just give a small idea or topic, and the AI can write:
 - Ad copy
 - Blog posts
 - Emails
 - Product descriptions
 - Example: Type “Write a Facebook ad for a coaching class” and get a ready-made ad in seconds.
- ✓ Saves time

✓ Helps even if you're not a good writer

✓ Gives fresh, creative ideas fast

↓

◆ 2. AI in Ad Copy, Content & Emails

- AI tools can write **ads that convert, blogs that rank on Google, and emails that engage customers**.
 - You can create:
 - Catchy headlines
 - Long blog articles
 - Personalised email messages
- ✓ Boosts creativity

✓ Maintains consistency

✓ Reduces manual writing work

◆ 3. AI-Powered Analytics & Automation

- AI helps in **understanding your data** faster and in a smarter way.
 - It can tell you:
 - Which ad is performing better
 - What your audience likes
 - Which emails got more clicks
 - AI tools can also **automate tasks** like:
 - Sending emails
 - Posting on social media
 - Running campaigns
- ✓ Saves time and effort

✓ Gives better insights and results

✓ Helps you take quick decisions

In short:

This module shows how **AI tools** like ChatGPT and Jasper help you **create content, write ads, send emails, and understand data** – all faster and smarter, with less effort.