

Complete Digital Marketing Course in Hindi

Learn SEO, Social media, PPC, email marketing, and more. Learn from experts, apply with case studies, templates, and practical exercises. Optimize campaigns for maximum impact

Topics

Section 1: Digital Marketing Basics

- Introduction & Understanding Digital marketing And Scope
- Course Overview/Road Map
- Digital Marketing Tools
- FAQ

Section 2: Market Research

- Define your Business & Target Audience
- 20 Brand Identity
- Market Research Intro
- 20 Survey Questions Explained
- Analyzing Survey Results
- FAQ

Section 3: Make a Website

- Understanding WordPress/Wix
- FAQ
- Creating an eCommerce website
- Creating an eCommerce website
- FAQ
- Setting up hosting and email
- FAQ

Section 4: EMail Marketing

- Email marketing-Introduction
- Email Analytics

- Writing Email Marketing Content

- Mailchimp Email Campaign
- FAQ

Section 5: Copywriting

- What is copywriting?
- 15 Writing copy AIDA formula
- FAQ

- Writing Magnetic Headlines
- How to use chatGPT for digital marketing,
- Impact of in digital marketing

- Writing like the customers alk
- FAQ

Section 6: SEO (Search engine optimization)

- Introduction to SEO
- S E O Overview
- FAQ

- Understand SEO Metrics
- Optimizing Homepage
- Analyzing website performance

- Keywords research
- FAQ

- Keyword Ideas brainstorming
- Analyzing Keywords competition

- Understanding Title Tags
- Understanding Meta Descriptions

- Copy Optimization
- Backlinks

- Poster Boy Formula
- Leveraging Authority Websites

- Quora Marketing

- Seo Assingment
- FAQ \

Section 7: Google Analytics

- Introduction
- Google Analytics Glossary
- Setting Up Google Analytics
- How Google Analytics Works?

- How To set up goals
- How To setup E commerce Tracking
- How To analyze reports

Section 8: Social Media Advertisement

- Key to social media advertising
- Success Stories - Social Media Ad

- Setting up Account
- Learning Ad policies
- Audience Targeting
- Budget Allocation

- Ad Placements
- Ad creative
- Key Advertising terms

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- Ad creative
- Key Advertising terms
- Ad reporting
- Ad types

- Live Facebook and Instagram Ads
- Live LinkedIn Ad
- Live Twitter Ad

- 5 Skills every SMM should have.
- Content Creation (All type content) using canva , tools for content creation
- Consumer Psychology.

Section 9: Video Marketing

- The 5 Most Important Ingredients To Make A Highly Converting Video
- Ideation (Structure a video that sale)
- Scripting
- Shooting (Research about data)
- Editing
- Posting

Section 10: Google Ad Word

- Introductio
- How Google Ads work ?
- FAQ

- Analyze PPC Competition
- Ads account setup
- FAQ

- Select the right campaign type
- Target the audience

- Path animationDetermine bids and budget
- Advanced Campaign Settings

- Choose Profitable Keywords
- Live Google ads creation

Section 11: App Marketing

- App Store Market Research
- FAQ

- 20 ways to promoter app
- FAQ

- Facebook Ads - ASO
- FAQ

- Google Ads - App Install and Engagement
- FAQ