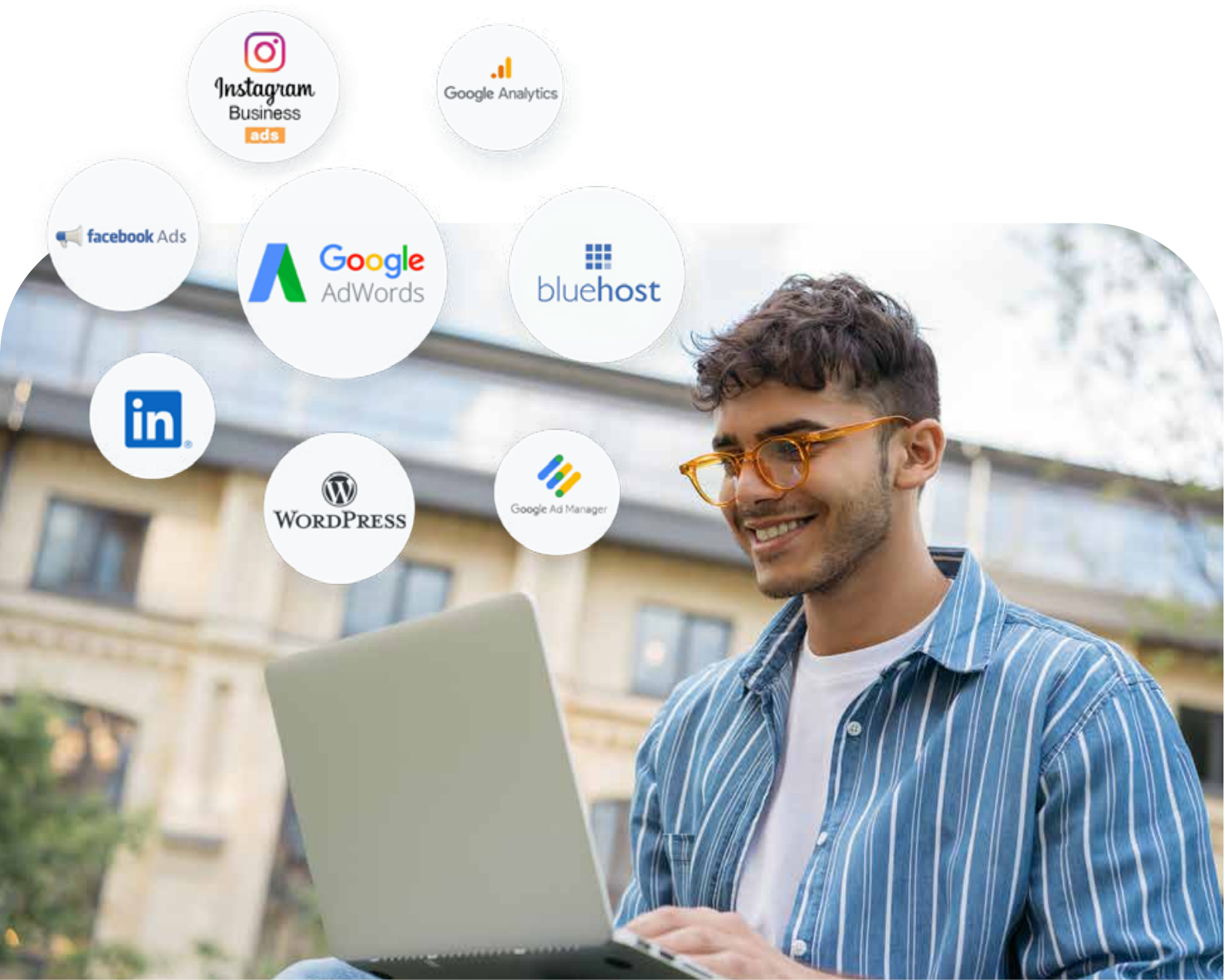


# Digital Marketing Certification Program



## **Digital Marketing Certification Program – Course Structure**

1. Introduction
  - a. Course Overview
  - b. Course Notes & Resources
  - c. FAQs
  - d. Digital Marketing demystified in 5mins
  - e. 5 Best digital marketing tools to grow a business
2. Market Research
  - a. Market Research Intro
  - b. How to find a Hungry-to-buy audience with 3 simple questions
  - c. How to get responses to your survey
  - d. How to analyse your survey results
  - e. How to get valuable feedback without sending a survey
  - f. Market research – Assignment
3. Make a Website
  - a. Why use Wordpress vs Wix, Weebly
  - b. Wordpress.com vs Wordpress.org
  - c. How to make a website in 10mins -Simple and easy
  - d. How to setup your business email in 5mins
  - e. How to add your domain email to gmail
  - f. How to activate your free SSL certificate in 1 click
  - g. How to verify WHOIS information
  - h. Assignment – set up a website
4. Email marketing
  - a. Why Market Your Business with Email?
  - b. How to Create a Mailchimp Account for FREE
  - c. SOLVED: Can I just use GMAIL to send emails instead of Mailchimp?
  - d. How to Add Opt-Ins & Pop Ups to Your Website for Free
  - e. How to Write Email Subject Lines That Get Opened
  - f. How to Create a Email Campaign with Mailchimp
  - g. Email Marketing Analytics
  - h. Assignment - Email Marketing
5. Copywriting
  - a. What is Copywriting?
  - b. The “AIDA” Formula
  - c. 11 Tips for Writing Magnetic Headlines
  - d. How to Flip Features Into Benefits
  - e. 5 Tips to Create an Irresistible Call to Action (CTA)
  - f. How to Write Like Your Customers Talk
  - g. Assignment – Copywriting
6. Search Engine Optimization
  - a. Introduction to SEO
  - b. An Overview of SEO
  - c. 5 SEO Metrics to Measure SEO Performance
  - d. How to SEO Optimise Your Homepage

- e. How to Add Your Website to Google Search Console
- f. How to Improve Website Performance & Speed
- g. How to Take the Google Mobile Friendly Test
- h. How to Do Keyword Research: Steps & Strategy
- i. How to Quickly Brainstorm 1000's of Keyword Ideas
- j. How to Narrow Down Your Keyword List (Updated)
- k. How to Assess Keyword Competition & Choose Target Keywords
- l. How to Write Title Tags Search Engines Love
- m. How to Skyrocket Clickthrough Rate with Meta Descriptions
- n. How to Appear in the Google Image Search Results
- o. Copy Optimization: Headings Tags, Outgoing & Internal Links etc.
- p. The Types of Backlinks That Really Matter and How to Get Them
- q. How to Maximise Links for Your SEO Campaigns
- r. How to Create Content That Generates Links & Social Shares on Autopilot
- s. How to Leverage Authority Websites and Top of the Search Results
- t. The Poster Boy Formula - Build Traffic, Backlinks & Valuable Relationships
- u. Student Q&A
- v. Local SEO: How to Rank Your Local Business in Google
- w. Assignment – SEO
- x. Quiz 1: Quiz - SEO

## 7. Youtube Marketing

- a. YouTube Marketing Overview
- b. How to Create a YouTube Channel (Personal or Brand)
- c. The Best YouTube Tool Ever Made
- d. How to Increase YouTube Subscribers by 400%
- e. YouTube Marketing - 3 Simple Strategies
- f. Video Gear - What I Use
- g. How To Record and Edit Your First YouTube Video
- h. How to Find Video Ideas with Competitor Analysis
- i. How To Find Video Ideas With Keyword Research
- j. How To Rank Videos Higher With YouTube SEO
- k. How to Add Custom Thumbnails To Get More Views
- l. How to Make Eye-Catching Thumbnails for FREE
- m. How to Make a YouTube Banner for Free
- n. How To Add YouTube Cards To Get More Views
- o. How to Add YouTube End Screens to Get More Views
- p. How to Use YouTube Comments to Get More Views
- q. How To Monetize Your YouTube Channel
- r. How to Use YouTube Analytics to Get More Views
- s. Assignment - YouTube Marketing

## 8. Facebook Marketing

- a. Why Market Your Business on Facebook?
- b. Facebook Page Setup
- c. Facebook Icon & Cover Image
- d. Facebook - What to Post?
- e. 8 Tactics To Get Your First Page Likes
- f. Secret Way to Boost Page Likes
- g. Facebook Competitions / Contests
- h. Facebook Groups

- i. Facebook Live
- j. Manage Multiple Facebook Pages
- k. Facebook Comments & Reviews
- l. Update: Facebook Reviews are Now Recommendations
- m. Facebook Insights
- n. Solved: What's the difference between like/follows, fans/followers?
- o. Assignment - Facebook Marketing

#### 9. Twitter Marketing

- a. Twitter Marketing - What You Will Learn?
- b. Twitter Profile Setup
- c. Twitter Accounts to Follow
- d. Twitter Profile Optimisation
- e. Lecture incomplete
- f. Twitter Features
- g. Lecture incomplete
- h. Twitter - What to Post?
- i. Lecture incomplete
- j. Twitter Followers
- k. Twitter Hashtags
- l. Twitter Polls
- m. Pinned Tweets
- n. Twitter Customer Acquisition
- o. Twitter @Mention Influencers
- p. Twitter on Your Website
- q. Twitter Analytics
- r. Assignment - Twitter Marketing

#### 10. Quora Marketing

- a. Why Market Your Business on Quora?
- b. Quora Marketing Strategy
- c. Quora Account Setup
- d. Quora Account Optimisation
- e. Build a List of Questions to Answer
- f. Solved: Why is Quora hiding the question stats field
- g. Format Your Answers for Maximum Clicks
- h. Quora Promotion.
- i. Find Blog Post Ideas with Quora
- j. Quora Business Page Setup
- k. Quora Analytics
- l. Assignment - Quora Marketing

#### 11. Google Adwords / Paid Ads

- a. Why Market Your Business on Quora?
- b. Why Market Your Business with Google Ads?
- c. How Google Ads Works
- d. Analyze Your PPC Competition
- e. Google Ads Account Setup
- f. Select the Right Campaign Type
- g. Target Your Audience
- h. Determine Bids & Budgets

- i. Advanced Campaign Settings
- j. Choose Profitable Keywords
- k. Write Ads That Grab Attention
- l. Assignment - Google Ads

## 12. Google Analytics

- a. Introduction
- b. Google Analytics Glossary - Top 50 Terms
- c. Google Analytics Overview
- d. Google Analytics Demo Account
- e. How to Set Up Google Analytics & Install the Tracking Code On Your Website
- f. Update: How to Setup & Install Google Analytics 4 + Workaround
- g. How Google Analytics Works
- h. How to Add Backup Views
- i. How to Add Filters to Reporting Views
- j. How to Set Up Goals in Google Analytics
- k. How to Set Up Ecommerce Tracking in Google Analytics
- l. Main Tools for Analysis
- m. How to Analyse Real Time Reports
- n. How to Analyze Audience Reports
- o. How to Analyze Acquisition Reports
- p. How to Analyze Behaviour Reports
- q. How to Analyse with Segments
- r. How to Track Marketing Campaigns with Campaign Tagging
- s. Campaign Tagging Example
- t. How to Use Benchmarking Reports to Grow a Business
- u. How to Set Up Custom Dashboards for In-Depth Analysis
- v. How to Set Up Event Tracking in Google Analytics
- w. Goal Value: Rule of Thumb for Assigning Dollar Amounts
- x. How to Set Up Custom Alerts For Traffic Spikes/Drops
- y. How to Remove Spam Traffic from Google Analytics
- z. Use Machine Learning to Understand Your Data (Analytics Intelligence)
- aa. How to Manage Multiple Google Analytics Accounts
- bb. How to Link Google Adwords to Google Analytics
- cc. Assignment - Google Analytics

## 13. Instagram Marketing

- a. Instagram Business Account Setup
- b. Follow These Instagram Accounts
- c. Instagram Profile Image
- d. Instagram Bio
- e. Instagram Content Creation
- f. Instagram Reposting
- g. Instagram Followers Hack
- h. Instagram Hashtags
- i. Instagram Stories
- j. Instagram @Mention Influencers
- k. Instagram Spam
- l. Instagram Analytics
- m. Shopping on Instagram (New Feature)



n. Next Steps

14. Pinterest Marketing

- a. Why Market Your Business on Pinterest?
- b. Pinterest Account Setup
- c. Pinterest Accounts to Follow
- d. Pinterest Account Optimisation
- e. Pinterest Account Verification
- f. Pinterest Board
- g. Pinterest Followers
- h. Pinterest Chrome Extension (Free)
- i. Pinterest Graphics
- j. Next Steps

15. LinkedIn Marketing

- a. LinkedIn Account Setup & Optimisation
- b. LinkedIn Connections Hack
- c. LinkedIn InMail Hack
- d. LinkedIn Viral Posts
- e. LinkedIn Blog Traffic
- f. LinkedIn Groups
- g. LinkedIn Company Page Setup
- h. LinkedIn Ad Credits (\$50 Free)
- i. Next Steps

16. Facebook Paid Ads

- a. 7 Keys to Facebook Advertising Success
- b. Facebook Success Stories
- c. How to Set Up An Advertising Account
- d. Boost Posts vs. Ads Create Tool vs. Power Editor - Updated
- e. Key Ad Policies (Facebook & Instagram)
- f. Facebook Ad Structure
- g. Create Your First Ad - Choose a Campaign Objective
- h. Targeting by Location & Demographics
- i. Targeting By Interests
- j. Targeting By Behaviours & Connection
- k. Ad Placements
- l. Budgets
- m. Ad Creative
- n. Tips to Write a Winning Ad
- o. Place Ad Order
- p. Key Advertising Terms
- q. Ad Reporting
- r. How to View Your Billing Summary
- s. Facebook Pixel
- t. How to Install the Facebook Pixel for Apps
- u. Website Custom Audiences
- v. Email List Custom Audience
- w. Page Engagement Custom Audiences
- x. Video Views Custom Audience
- y. Lookalike Audiences

- z. Page Likes With Custom Audiences
- aa. Video Ads
- bb. Lead Ads
- cc. Instagram Ads
- dd. Dynamic Ads For Ecommerce
- ee. Collection Ads for Ecommerce
- ff. Canvas Ads
- gg. Offer Claim Ads
- hh. Local Awareness Ads – Updated
- ii. Event Response Ads
- jj. Power Editor
- kk. Easy Split Testing with Power Editor
- ll. Bulk Manage with Power Editor
- mm. Business Manager
- nn. Solved: Do I need to use Business Manager?
- oo. Business Manager - Roles & Permissions
- pp. Custom Conversions and Standard Event
- qq. Facebook Marketing Partners (FMP's)
- rr. How to Start a Facebook Ads Business
- ss. Next Steps

#### 17. App Marketing

- a. App Store Market Research
- b. 43 Ways To Promote Your App
- c. Facebook Ads : App Install & Engagement Ads
- d. Google Ads : App Install & Engagement Ads