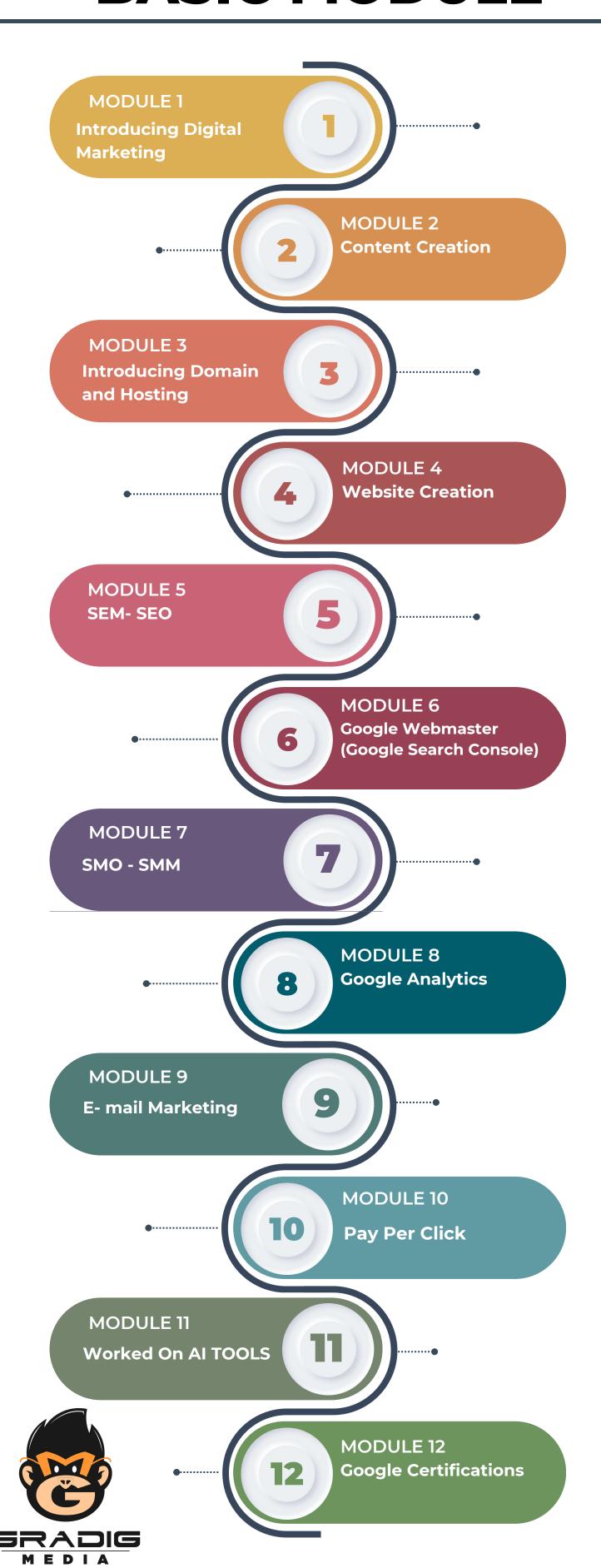
DIGITAL MARKETING

BASIC MODULE



SKILLS YOU LEARN

How to Achieve the Best Knowledge

INTRODUCING DIGITAL MARKETING

- Introduction to the Course and Work Plan
- Introduction of Digital Marketing
- Digital Marketing Demand and Value

CONTENT CREATION

ATION

- Introduction & Strategy of Content Marketing
- How to Optimize Content According to Search Engine
- Blog Writing with (Chat GPT / Self Blogs)
- Images and Videos Creation
- AD copywriting

DOMAIN AND HOSTING

- Introduction of Domain & Hosting
- Choose Domain Name and Extensions
 - Buy Domain & Hosting

CREATION

WEBSITE

4

- WordPress
- Page Creation
- Theme/Plugins/CTA/forms
- Responsive Site
- E-commerce Creation

Understand SEO & SEM

Keyword Research

Organic Traffic

On-page/ off-page/ Local Seo/ Technical SEO

SEO Tools

SEM-SEO

5

GOOGLE WEBMASTER (GOOGLE SEARCH CONSOLE)

- Introduction of GSC
- Submit a Site on GSC
- Live site on Google
- check Live Performance of Site
- Page Indexing

6

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SKILLS YOU LEARN

How to Achieve the Best Knowledge

- Introduction of Social Media Channels
 - Account Creations
- Organic / Paid Marketing
 - Remarketing
 - Social Media Ads
- Youtube Marketing



E-MAIL

MARKETING

GOOGLE ANALYTICS

8

- Introduction of Web Analytics
- Understand Data Analytics
- Connect with Site
- Monitor Daily/ weekly/ monthly Traffic
- Make a Site Report

Introduction of Email Marketing

Create Emails(Auto/ Manual)

Sending Bulk Emails

Get Leads From Emails

Email Marketing Tools

PAY PER CLICK

10

- Understanding the Power of Ads
- Run Ads(Display/ Search/ Video)
- Keyword Research (GKP)
- Remarketing
- Group Activities in Ads

Understanding the Power of AI Tools

Best Hands-on Practice on AI tools

Work with AI

Make videos / Blogs/Images Through AI

List of AI Tools

AI TOOLS

11

12

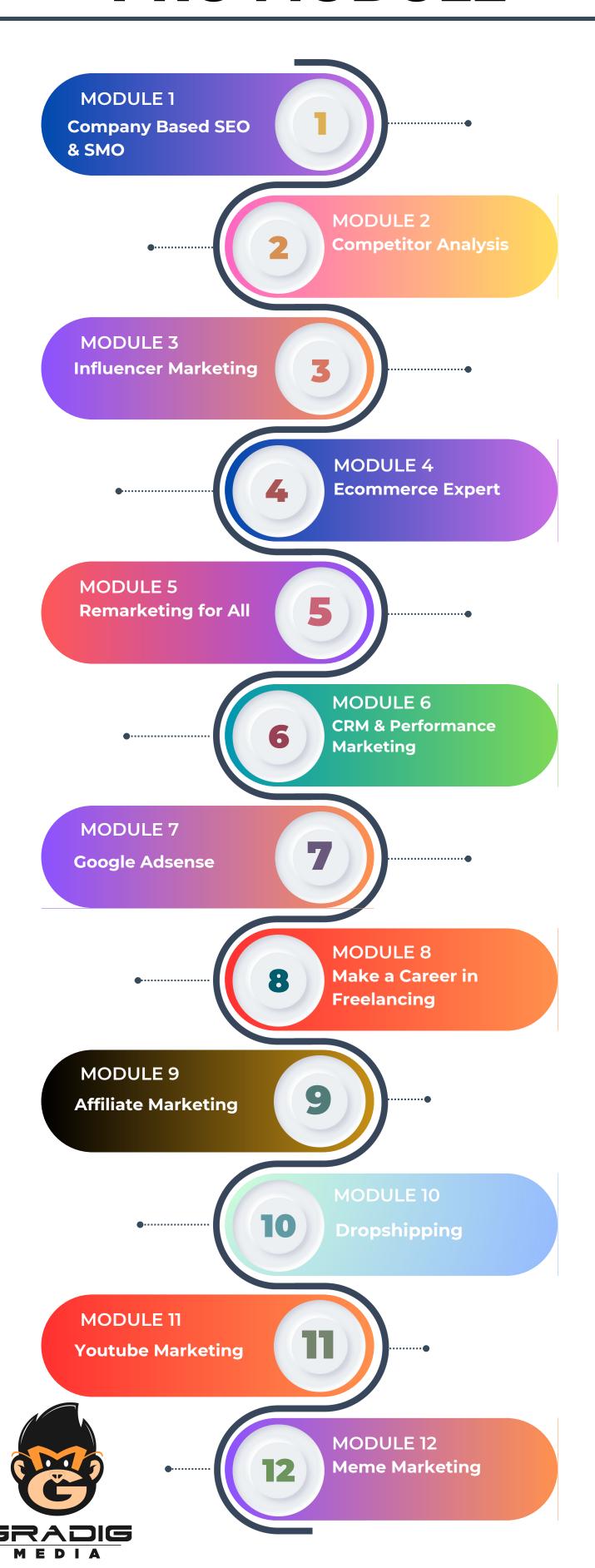
GOOGLE CERTIFICATIONS

- Search Ads Certifications
- Display Ads Certifications
- Ad Fundamental of Digital Marketing
- 30+ Certification From Google

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DIGITAL MARKETING

PRO MODULE





Company Based SEO & SMO

- Introduction to SEO and SMO for Businesses
- Learn how Company will work on SEO/SMO
- Practice Tool based for SEO & SMO Skills
- Prepare sheets of All works
- Analytics and Performance Measurement
- Advanced SEO and SMO Tactics for Companies

STEP 01

Competitor Analysis

- Introduction to Competitor Analysis
- Identifying Competitors
- Tools and Methods for Competitor Analysis
- Analyzing Competitor Strategies and Performance

02



Influencer Marketing

- Introduction to Influencer Marketing
- Types of Influencers
- Building an Influencer Marketing Strategy
- Content Creation and Campaign Execution
- Case Studies and Best Practices



STEP



Steps for a Great Digital Marketer



Ecommerce Expert

- Introduction to E-commerce
- E-commerce Platforms
- Product Management
- E-commerce Marketing and Sales
- Payment Gateways and Transactions
- Shipping and Fulfillment
- E-commerce Analytics and Performance Measurement



Remarketing for All

- Introduction to Remarketing
- Remarketing Strategies
- Platforms for Remarketing
- Remarketing on Social Media Remarketing on Google Ads
- Future Trends in Remarketing



CRM & Performance Marketing

Introduction to CRM

- Customer Engagement Strategies
- Introduction to Performance Marketing
- Integrating CRM and Performance Marketing Future Trends in CRM and Performance Marketing



STEP 05

> **STEP** 06



- Introduction to Google AdSense
- Getting Started with Google AdSense
- Website Preparation and Compliance
- Maximizing Revenue
- Monitoring and Analyzing Performance



STEP

08



Make a Career in Freelancing

- Introduction to Freelancing
- Setting Up Your Freelance Business
- Creating a Winning Freelance Profile
- Finding Freelance Work
- Marketing Your Freelance Business



Affiliate Marketing

- Introduction to Affiliate Marketing
- Setting Up for Success in Affiliate Marketing
- Finding and Joining Affiliate Programs
- Building Your Affiliate Marketing Platform
- Driving Traffic to Affiliate Offers





Steps for a Great Digital Marketer



Dropshipping

STEP Introduction to Dropshipping Market Research and

- Niche Selection Setting Up Your Dropshipping Store
- Finding and Working with Suppliers Scaling and
- Managing Your Dropshipping Business



Youtube Marketing

- Introduction to YouTube
- Starting Your YouTube Channel
- Content Planning and Strategy
- Creating Engaging YouTube Content
- Video Editing and Post-production
- Growing Your YouTube Channel
- Monetization and Making Money on YouTube

STEP

STEP



Meme Marketing

- Introduction to Meme Marketing
- The Anatomy of a Viral Meme
- Meme Culture and Online Communities
- Creating Memes for Marketing
- Meme Marketing Best Practices Workshops and Practical Exercises