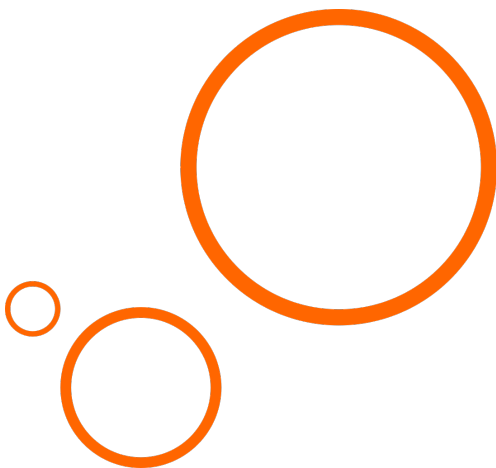


DIGITAL MARKETING



New Earth Webservices Pvt. Ltd.

COURSE CONTENT



1. Introduction

a) Marketing. b) Market Research.

2. Setup a Basic website

a) Introduction to wordpress. b) How to add pages, Posts etc. c) How to add themes etc. d) Setting up your website.

3. Email Marketing

a) Introduction. b) Mailchimp Account Setup. c) Email Signup Form. d) Creating an Email Campaign.

4. Twitter & Instagram Marketing

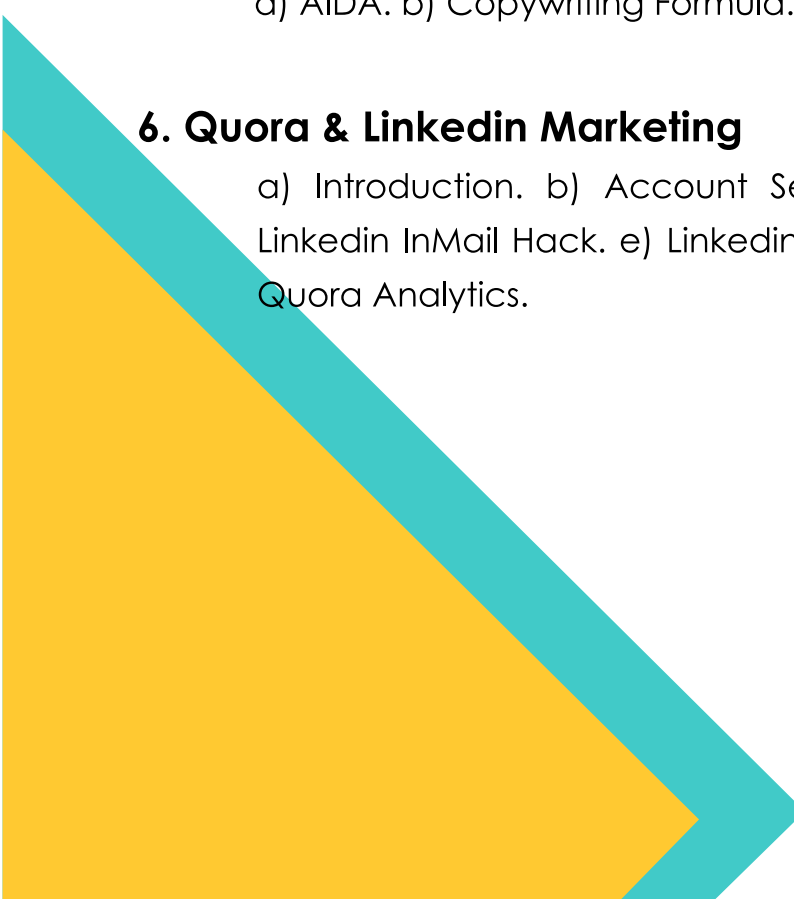
a) Introduction. b) Profile Setup. c) Instagram Business Account Setup. d) Analytics. e) Shopping on Instagram.

5. Copywriting

a) AIDA. b) Copywriting Formula. c) Canva.

6. Quora & LinkedIn Marketing

a) Introduction. b) Account Setup. c) LinkedIn Connection Hack. d) LinkedIn InMail Hack. e) LinkedIn Groups. f) Quora Marketing Strategy. g) Quora Analytics.



7. Facebook Marketing and Facebook Ads

a) Introduction. b) Facebook Page Setup. c) Promoting Facebook Page. d) Facebook Insights. e) Facebook Live. f) Setting Advertising Account. g) Targeting. h) Facebook Pixel. i) Facebook Ad Business.

8. Youtube Marketing

a) Types of Videos. b) Video Ideas. c) Keyword Research. d) Youtube Account Setup. e) Youtube Cards. f) Monetization. g) Analytics

9. Google Adwords

a) Introduction. b) Google Ads Account Setup. c) Targeting your Audience. d) Campaign Settings.


10. Google Analytics

a) Introduction. b) How Google Analytics Works. c) Main Tools for Analysis. d) Real Time Reports.

11. Setup an Advance website

a) Making Ecommerce Website. b) Making Membership Website. c) Setting payment gateway. d) Hosting. e) Server Management.





Digital marketing has become a crucial part of modern-day business, and completing a digital marketing course can offer many benefits to students. Here are some of the key benefits of a digital marketing course for students:

Growing job opportunities:

Digital marketing is a growing field, right training can increase your chances of finding a job easily.

Best for "Work from Home":

Digital Marketing services are offered online, which allows you to complete them at their own comfort.

Practical experience:

We practical experience through projects and assignments.

Competitive advantage:

Completing a digital marketing course shows that you have taken the initiative to develop your skills and knowledge.

Networking opportunities:

We often provide students with opportunities to network with industry professionals.

Start your earning immediately:

Digital Marketing training helps to start earning immediately as soon as you are ready to offer your services.

Overall, a digital marketing course can be a worthwhile investment for students interested in pursuing a career in this growing field. It can help them gain practical skills and knowledge, stand out from the competition, and increase their chances of securing a job in the industry.

New Earth Webservices Pvt. Ltd

www.newearth.in/digitalmarketingcourse

Call: 8090957333 Email: contact@newearth.in

15/201, Amba Hospital Compound, Civil Lines, Kanpur