

DIGITAL MARKETING

Module one

Day 1

- What is marketing
- Types of marketing
- 4p's of marketing startegy

Day 2

- Difference between T.M & D.M
- Main topics in Digital Marketing
- How it helps to earn

Day 3

- Introduction to digital marketing
- Types in digital marketing

Day 4

- Organic vs Paid Marketing
- Best place to promote Business



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Day 5

- Website importance for Digital Marketing
- How to earn money from Website
- Niche selection

Day 6

- How to buy Domain and Hosting
- WordPress installation

Day 7

- How to install themes live class
- Which plugin required

Day 8

- How to install and create Ninja forms
- Key word research class



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Day 9

- What if website is deleted live class

Day 10

- WordPress customizations
- How to create pages

Day 11

- How to create google analytics
- How to create google search console
- Connect the google to your website with simple plugin

Day(12-20)

- How to create first blog post



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Module Two

Day (21-25)

- SEO-Search engine optimization
 - On Page SEO
 - Off Page SEO

Day (26-30)

- Social Media marketing

Module Three

Day (31-35)

- Google ADS

Day (36-45)

- Affiliate Marketing

