

Digital Marketing Advanced Certification Program (with Internship)

Course Code: DM-05/DMACP

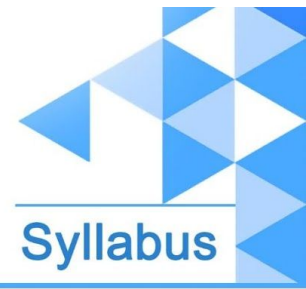
Duration: 3 - 4 Months

Digital Marketing Advanced Certification Program Syllabus

Course Overview

This is a full fledged practical oriented course which covers entire aspects of Digital Marketing along with its live internship. The course comprises following 5 different modules which will cater the learner to a Digital marketing Professional.

Social Media Marketing Beginner	+Internship
Social Media Marketing Professional	
Advanced Search Engine Optimization (SEO)	+Internship
Advanced Search Engine Marketing (PPC Using Google Ads)	
Advanced Content Marketing Course	



Along with the course, the learner will be able to grab following certifications to value add his / her Digital Marketing profession

Google Analytics Certificate	Google Digital Unlocked Certificate
Google AdWords Fundamentals Certificate	Search Advertising Certificate(Google)
Display Advertising Certificate(Google)	Mobile Advertising Certificate(Google)
Video Advertising Certificate(Google)	Google My Business Certificate
HTML Certificate	Inbound Marketing Certificate(Hubspot)
Social Media Marketing Beginner Certificate (IPSR)	Social Media Marketing Professional Certificate (IPSR)
Advanced Search Engine Marketing (SEO) Certificate (IPSR)	Advanced Search Engine Marketing (PPC Using Google Ads) Certificate (IPSR)
Advanced Content Marketing Certificate (IPSR)	3 - 4 Months Internship (Experience) Certificate from IPSR

What you'll learn

- ✔ You will learn how to use dozens of proven digital marketing strategies
- ✔ Learn social media marketing using all of the most popular social media platforms to grow your business
- ✔ You will improve your brand identity and grow your brand's audience
- ✔ You will grow your Website traffic, Subscriber Count, and Social Media following
- ✔ You will increase conversions and sales with real world techniques
- ✔ You will go from a relative beginner to being very intelligent about your SEO
- ✔ Use Google Business to benefit your local business and help your Search Engine Optimization

Course Description

You're looking for a **complete digital marketing course** to teach you everything you need to become a digital marketing expert, right?

You've found the right digital marketing course!

You'll learn the proper techniques and strategies for each section. Then you'll see how these strategies are used in the real world. Finally, you'll take action yourself, and see real results!

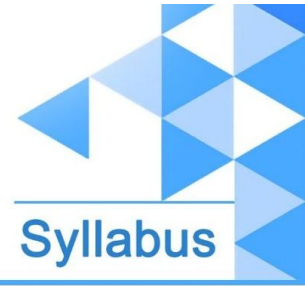
NOW IS THE TIME TO START USING DIGITAL MARKETING & SOCIAL MEDIA MARKETING TO GROW YOUR BUSINESS!

Whether you're completely brand new to all of these topics, or you use a few of them, now is the perfect time to take action. Start now so that you can take advantage of the skills you learn to grow your business!

Course Outcomes (COs)

On successful completion of this course and internship, the learner will be able to:

- ✓ Analyse the current marketing strategies and to identify Digital marketing opportunities for a business / service
- ✓ Build brand, generate leads & aggregate audience through Social Media Marketing
- ✓ Get a website listed for top search engine results and to effectively run advertisements on Search Engines
- ✓ Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs
- ✓ Implement best practices for creating, measuring, and optimizing promotion campaigns
- ✓ Access and optimise the campaign performance using analytics tools
- ✓ Improve Return on Investment for any digital marketing program
- ✓ Launch a new, or evolve an existing, career path in Digital Marketing
- ✓ Become an Influencer / Freelance Marketer
- ✓ To monitor / do themselves the digital marketing activities of own business



Who this course is for:

- ✓ Entrepreneurs, business owners, bloggers, YouTubers, social media fans
- ✓ Website owners who want to increase web traffic, conversions, and sales
- ✓ Business owners who want to use digital marketing (social media, content marketing, YouTube, and many other strategies) to grow their business
- ✓ Job seekers or those who want to migrate / boost their career in Digital marketing
- ✓ Anyone wanting to do your own marketing

Course content

- + **Course Introduction**
- + **Digital marketing Introduction**

Social Media Marketing Beginner

- + **An overview of Social Media Marketing**
 - + What is Social Media and the broadening scope of Social Media
 - + Social Media Statistics
 - + Social Media Marketing Strategy
 - + Impact of Social Media on SEO
- + **Use Canva for Poster Designing**



+ **Facebook: What You Need to Know**

- + Setup an Account in Facebook
- + The Facebook Marketing Strategy
- + **What Makes your Facebook Page Awesome?**
 - (If you can't answer that question...this below lecture is a must watch!)
 - Orientation to Facebook Brand Pages
 - Facebook business page setup
 - Types of Facebook Business pages
- + Facebook: Post Types and its Dimensions
- + All You Need to know the Best Time to Post on Facebook
- + Facebook Audience Insights & Analytics
- + Facebook Competitor Analysis
- + Facebook Groups
- + Facebook Live
- + Successful Case Studies on Facebook
- + A Successful Study on How to Make Money Through Facebook

+ **Introduction to Instagram Marketing**

- + Starter Session on What is Instagram
- + How to Use Instagram to get the Best Results
- + Creating an Instagram Account to Skyrocket Conversion
- + Types of Instagram Account (Personal Account vs Professional Account)
- + Instagram Stories
- + **Instagram Booster Strategy 1: A Successful Case Study on Instagram**
- + **Instagram Booster Strategy 2: How to Make Money Through Instagram Marketing**

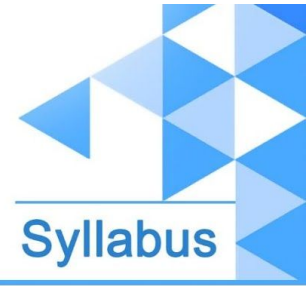


+ **Pinterest**

- + Pinterest Introduction
- + Pinterest Interface
- + How to Use Pinterest
- + Types of Pinterest Account
- + Personal vs Business Accounts of Pinterest
- + Pins!, How Do I Even Know What to Pin?
- + Pinterest for SEO: The BEST driver of TRAFFIC!

+ **LinkedIn Marketing**

- + An Overview on LinkedIn
- + Benefits of LinkedIn Network
- + Create LinkedIn Profile
- + **Optimize LinkedIn Profile**
 - What kind of Profile Photo you should Use
 - What kind of Background Image you should Use
 - Create a Memorable Headline
 - Craft an Amazing Summary for your LinkedIn
- + Recommendations in LinkedIn
- + Creating New Connections
- + Posting Content in Profile
- + LinkedIn Groups
- + How to Create an Awesome Company Page
- + LinkedIn Page Postings



+ **Youtube**

- + Youtube Overview
- + Advantages in Youtube
- + Build and Optimize your YouTube Account
- + Youtube Interface
- + Youtube Settings
- + How to Upload a Video on YouTube
- + Things to know about YouTube Creator Studio
- + Channel Creation on YouTube
- + How to Increase your Subscriptions?
- + Youtube Reports & Analytics
- + **YouTube Booster Session 1:** How to identify the best and niche areas for starting your own channel?.
- + **YouTube Booster Session 2:** Killer Success Topic about how to become an Influencer on YouTube
- + **YouTube Booster Session 3:** How to make Money Through YouTube

+ **Twitter**

- + Overview of Twitter
- + What a Good Profile Looks like
- + Setting up your Profile in less than five minutes
- + Advanced Profile Optimization
- + Composing A Tweet
- + Using Hashtags
- + What is a Tweet



- + Deleting, Pinning and Sharing Tweets
- + Creating a list of Twitter Users
- + Creating your first 100 Followers

+ **Must Know Social Media Marketing Tools**

- + Social Media Automation Tools
- + Keyword Research Tool
- + Tools for Designing
- + Video Editing Tools
- + Image Editing Tools
- + URL Shortening Tools

+ **Do It Yourself (DIY)**

- + Live tasks and assignments / Projects on Facebook
- + Live tasks and assignments / Projects on Instagram
- + Live tasks and assignments / Projects on Twitter

+ **Bonus Session**

- + Live sessions by Influencers / SMM succeeders
- + Inspiring Case studies
- + You Ask Questions... Mentor Answers Them!

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Social Media Marketing Professional

+ **An overview of Social Media Marketing**

- + What is Social Media and the broadening scope of Social Media
- + Social Media Statistics
- + Social Media Marketing Strategy
- + Impact of Social Media on SEO

+ **Facebook: What You Need to Know** (Refreshment)

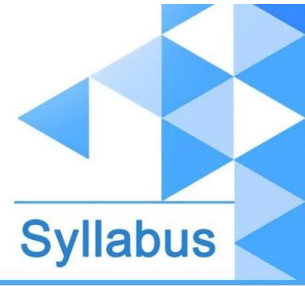
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- + The Facebook Marketing Strategy
- + **What Makes your Facebook Page Awesome?** (Refreshment)
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 - Types of Facebook Business pages
- + Facebook: Post Types and its Dimensions
- + All You Need to know the Best Time to Post on Facebook
- + Facebook Audience Insights & Analytics
- + Facebook Competitor Analysis
- + Facebook Groups
- + Facebook Live
- + Successful Case Studies on Facebook
- + A Successful Study on How to Make Money Through Facebook

+ **Facebook: Know about Facebook Ads**



- + The Basics of Facebook Ads
- + Creating A Business Account
- + Ads Manager & Power Editor
- + Different Types of Ads
- + How to create an Ad
- + Step 1 of Facebook Ads - CAMPAIGN
- + Step 2 of Facebook Ads - AD SET
- + Step 3 of Facebook Ads - AD
- + Install the Facebook Pixel
- + Facebook Pixels - What do you want to track?
- + Facebook Custom Conversions
- + Types of Facebook Audiences
- + Getting Likes and Boosting Posts

- + Advanced Instagram Marketing**
 - + Starter Session on What is Instagram
 - + How to Use Instagram to get the Best Results
 - + Creating an Instagram Account to Skyrocket Conversion
 - + Choosing Your Instagram Name
 - + Crafting Your Instagram Bio
 - + Creating Your Instagram Account CTA
 - + Best times to post on Instagram
 - + Instagram Algorithm (PDF)
 - + Hashtags & Captions
 - + Instagram Stories



- + Instagram Booster Strategy 1: Connecting and Reaching out to Influencers
- + Instagram Booster Strategy 2: Additional Instagram Growth Tools & Features
 - Getting Verified
 - IG TV
 - Instagram Live
- + Instagram Ads**
 - + Introduction to Instagram Ads
 - + Types of Instagram Ads (Stories VS Feed)
 - + The Perfect Instagram Ad Structure
 - + Insights and Tracking to Double Results on your Instagram Ads
- + Youtube Master**
 - + Build and Optimize your YouTube Account
 - + Customize your YouTube URL
 - + Optimize your YouTube Videos
 - + End Screens on YouTube Videos
 - + The Youtube Studio (Inside your Creator Studio Dashboard)
 - + Live Streaming on Youtube
 - + Paid YouTube Video Ads via Google Ads
 - + YouTube Reports & Analytics
 - + **YouTube Booster Session 1: 10 Steps for YouTube SEO & YouTube Channel Mastery**
 - + **YouTube Booster Session 2: How to make Money Through YouTube**
- + Pinterest**
 - + Pinterest Introduction



- + Pinterest Ads - Create Amazing Pins for Promoted Pins
- + Pinterest Ads - How to Create Promoted Pins
- + Pinterest Audiences
- + Pinterest for SEO: The BEST driver of TRAFFIC!

+ **LinkedIn Marketing**

- + An Overview on LinkedIn (Refreshment)
- + LinkedIn Recent Changes & Why People Fail
- + Create LinkedIn Profile
- + **Optimize LinkedIn Profile** (Refreshment)
 - What kind of Profile Photo you should Use
 - What kind of Background Image you should Use
 - Create a Memorable Headline
 - Craft an Amazing Summary for your LinkedIn
- + Find new business leads using LinkedIn marketing
- + LinkedIn email extractor - tools to find emails from LinkedIn
- + LinkedIn Ads - Create LinkedIn sponsored Ads to get leads

+ **Twitter**

- + Twitter Basics + Optimizing your Twitter
- + What to Tweet + How to Interact on Twitter
- + Twitter Hashtags & Trends
- + The Complete Twitter Ads Guide
- + Twitter Conversion Tracking
- + Twitter Ads - Followers



+ Twitter Reporting + Analytics

+ **WhatsApp Business**

- + Introduction to Whatsapp and why it's important to your business!
- + Why you should definitely use WhatsApp for your Business today
- + Whatsapp Broadcasting
- + WhatsApp Business / Interface
- + WhatsApp Business Profile Settings
- + WhatsApp Business Auto response settings
- + WhatsApp Chatbot Settings
- + URL Shortening

+ **TikTok Ads**

- + Introduction to TikTok Ads
- + Creating Ad account on TikTok Ads
- + TikTok Ads Best Practices
- + TikTok Pixels for Conversion Tracking
- + Design Creative Assets for the Campaign
- + Setting up the First Campaign
- + Custom Audience for TikTok

+ **Telegram**

- + An Overview on Telegram
- + Why Using Telegram App Channels and Groups
- + Introduce My Telegram Channel to the World

- + Where To Get First Subscribers
- + Telegram Channel For Companies

+ **Must Know Social Media Marketing Tools** (Refreshment)

- + Ad Optimization Tools
- + Social Media Automation Tools
- + Keyword Research Tool
- + Tools for Designing
- + Video Editing Tools
- + Image Editing Tools
- + URL Shortening Tools

+ **Do It Yourself (DIY)**

- + Live tasks and assignments / Projects on Pinterest
- + Live tasks and assignments / Projects on LinkedIn
- + Live tasks and assignments / Projects on YouTube
- + Live tasks and assignments / Projects on Whatsapp Business

+ **Bonus Session**

- + Live sessions by Influencers / SMM succeeders
- + Inspiring Case studies
- + You Ask Questions... Mentor Answers Them!

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Advanced Search Engine Marketing (SEO)

- + Course Introduction**
- + HTML Basics to Refresh Your Knowledge**
 - + HTML Introduction
 - + What is HTML
 - + HTML Web page structures
 - + Headings
 - + Paragraphs
 - + Images
 - + Live Preview Feature
 - + HTML Certification**
- + Make A Website with WordPress**
 - + Why Use Wordpress vs. Wix, Weebly etc?
 - + WordPress Installation
 - + How to Add Pages, Post, Menus & Widgets
 - + How to Add a Premium Wordpress Theme
 - + How to Improve Your WordPress Security with Plugins
 - + What is Yoast SEO
 - + Yoast SEO Plugin Installation & Configuration
 - + How to Activate Your Free SSL Certificate in 1 Click!
 - + Perfect Content Creation**
 - Creating Articles



- Articles Headline Formula
- Hemingwayapp.com - Your Personal Editor

+ Assignment #1- Set Up a Website

+ Assignment #2- Copywriting (2 - 3 Posts)

+ Introduction to SEO

- + SEO Introduction?
- + Importance of SEO
- + What is Search Engine, How Search Engine Works?
- + Major Search Engines?
- + SEO: Pros & Cons

+ Types of SEO

- + Types of SEO
- + SEO Hats
- + White Hat SEO
- + Grey Hat SEO
- + Black Hat SEO

+ Keyword Research (How to Find Low-Competition, High-Converting Keywords)

- + Introduction to SEO keyword research & starting to do keyword research
- + **Types of Keywords for the Best Results**
 - Short Tail Keywords



- Medium Tail Keywords
- Long Tail Keywords
- + What is Keyword Density?
- + Performing Keyword Research
- + Competitor Analysis Overview
- + Google Keyword Planner: How to Use Data to Choose the Best Keywords
- + CHECKLIST for how to place keywords on a page as part of on-page SEO

- + **Webmaster SEO Tools to Check search Performance, Crawling & Index Status**
 - + Setting up your Webmaster Tools for SEO
 - + Creating your sitemap.xml for SEO
 - + Troubleshooting crawling errors for SEO
 - + Submitting new URLs and checking for page status and indexing for SEO
 - + Where your pages are ranking and page/query performance in SEO
 - + **Assignment - Webmaster Account Creation / Verifying and Complete the Steps**

- + **Google Analytics Tool for Analysing Your Site Performance**
 - + Introduction
 - + Google Analytics Overview
 - + Setup Google Analytics on ALL websites
 - + **Understanding full reports**
 - How to Use Real Time Reports to See Reactions to Your Marketing Campaigns
 - How to Use Audience Reports to Pinpoint Your True Fans



- How to Use Acquisition Reports to Find the Source of Highest Quality Traffic
- How to Use Behaviour Reports to Keep People on Your Site Longer
- How to Track Marketing Campaigns with Campaign Tagging (URL Builder)

+ Conclusion

+ Assignment - Google Analytics Account Creation / Verification and Complete the Steps

+ On-Page SEO

+ On-page SEO section introduction

+ On-page Factors

- Title Tags
- Meta Description
- Heading Tags (H1-H6)
- URLs and URL Structure
- Image alt Tag for SEO
- Internal Links: Interlink your own pages for an SEO boost
- Content Writing: SEO Friendly Content Writing (Insert Keywords in it)
- Anchor Text
- HTML Sitemap Creation
- XML Sitemap Creation
- Why is Alexa?
- Alexa Integration

+ Image SEO: Image Name, Image Title, Image Alt, Image Size Compression

+ Duplicate Content

- What is Duplicate Content?
- Fixing Duplicate Content



- Fixing Grammatical Issues

+ Technical SEO

- Technical SEO Introduction
- Importance of Mobile Responsiveness
- Faster Page Load Speeds & Optimization
- Reduce Image Size for Faster Loading
- Caching Plugins for Wordpress SEO

+ Off-Page SEO

- + Off-page SEO section introduction
- + What is Page Rank? How to Improve PR?
- + What is Moz Domain Authority / Page Authority? How to Improve DA / PA?

+ Off-Page SEO & Link Building

- What are Backlinks?
- Why are Backlinks Important for SEO Ranking?
- Other SEO Backlink Strategies
- How to Get Backlinks?
- Do follow vs. no follow links for SEO

+ Other Off-Page SEO Strategies

- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting



- Business Listing
- Social Bookmarking
- Social Networking

+ Local SEO & Google Map Ranking

- + Introduction to Local SEO
- + Local Searches
- + NAP
- + Google Mybusiness: How to get on the Google map SEO search results

+ Google SEO Rich Snippets

- + Introduction to Rich Snippets
- + Rich snippets vs Normal snippets
- + What is Microdata? How to Get it?
- + Schema Markup Validator
- + Schema and HTML Microformats Examples for SEO

+ Search Engine Algorithm Updates & SEO Penalties

- + What are Search Engines Algorithms?
- + How Algorithms Work?
- + Why a Search Engine needs to update its Algorithm?
- + Search Engine Penalties and Recoveries
- + Why a Search Engine penalizes a Website?
- + Google Panda Update
- + Google Penguin Update



+ Google Hummingbird Update

+ RankBrain

+ What is Google EMD Update?

+ **SEO Audit & Competitor Analysis**

+ What is SEO Audit? Why Important?

+ How to Perform an SEO Audit?

+ What is Competitor Analysis & Why is Important?

+ How to Perform an SEO Competitor Analysis?

+ Identifying Your SEO Competitors

+ **Tools**

+ SEO Audit Tool

+ Keyword Research Tools

+ Plagiarism Checker Tools

+ Word Counter Tools

+ Website Speed Analysing Tools

+ Mobile Friendliness Checker Tools

+ Broken Link Checker Tool

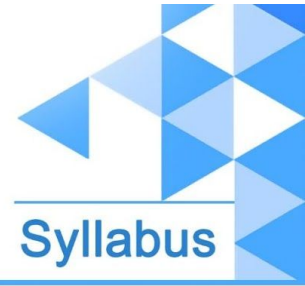
+ DA PA Checker Tool

+ Image Compression Tool

+ Rank Checker Tool

+ Microdata Validator Tool

+ Website Analysis Tools



+ **Bonus Session**

+ 32 Point SEO Audit Checklist

+ Bonus Session: Latest Google Updates of 2019 - 2020 : Hazards, Recoveries

+ Major SEO Mistakes to Avoid: On-Page, Off-Page Don'ts

+ **Do It Yourself (DIY)**

- Live tasks and assignments / Projects on WordPress Website Creation
- Live tasks and assignments / Projects on Keyword Research
- Live tasks and assignments / Projects on SEO friendly Content Writing
- Live tasks and assignments / Projects on On-Page Optimization
- Live tasks and assignments / Projects on Off-Page SEO

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Advanced Search Engine Marketing (PPC Using Google Ads)

+ **Course Introduction**

+ **Introduction to Google Ads**

- + We Help you Discover the Secret To Google Ads Success
- + New Google Ads VS Old Google AdWords
- + How to create your account from scratch
- + Google Ads & Payment Settings

+ **Google Ads Search & Quality Score**

- + Quality Score = less Money & Better Ranking



- + Google Ads -Tree- Campaigns, Ad Sets, Ads

+ **Keyword Research for Google Ads Search**

- + Target Keywords
- + How to Use Keyword Planner
- + How to Select the Right Keywords

+ **NEW Google Ads Search - Step by Step how to Create a Successful Search Campaign**

- + Let's Get Started - Search Network Only
- + Professional Accurate Location Targeting
- + Choose the best Bidding Option
- + Target Specific Audiences
- + Select the Right Ad Extensions
- + How to Increase Quality Score
- + How to increase CTR (Click Through Rate)
- + Optimization & Advanced Settings
- + Create Ad Groups & SKAGs
- + How to Create Ads that Sell

+ **Responsive Search Ads**

- + How to Create Responsive Search Ads
- + Check Stats of Responsive Search Ads
- + Benefits & Tips



+ **Dynamic Keyword Insertion Ads & Strategy**

- + How to use Dynamic Keyword Insertion Ads
- + Combine Dynamic Keywords & Landing Pages
- + Example of Use of Dynamic Keywords & Landing Pages

+ **Examples of Successful Ads & How to Create Them**

+ **Google Analytics Tool for Analysing Your Site Performance**

- + Introduction
- + Google Analytics Overview
- + Setup Google Analytics on ALL websites
- + **Understanding full reports**
 - How to Use Real Time Reports to See Reactions to Your Marketing Campaigns
 - How to Use Audience Reports to Pinpoint Your True Fans
 - How to Use Acquisition Reports to Find the Source of Highest Quality Traffic
 - How to Use Behaviour Reports to Keep People on Your Site Longer
 - How to Track Marketing Campaigns with Campaign Tagging (URL Builder)
- + Conclusion

+ **Google ADs and Google Analytics**

- + Check your Campaigns in Levels
- + How to Connect Google ADs with Google Analytics
- + Compare your Campaigns to find the best one
- + Compare your Ad Sets to find the best one
- + Compare your Ads to find the best one
- + Compare Keywords & Related Search Terms



- + Competition Reports & Analytics

+ **How to beat the competition with Google ADs**

- + Understand the competition metrics
- + How to check the Quality Score
- + Find the bid price for your keywords
- + Calculate the monthly budget you need for 1st spot & 100% impression share
- + Do you really need the 1st position?
- + Strategy to beat your 1 major competitor
- + Are you ready for a bid war?

+ **Google ADs Display- Step by Step Guide to Create A Display Campaign**

- + Target Audience Based on what they Search & Read
- + Target Affinity & In Market Audience
- + Target Any Website, Website Topic or by Demographics
- + Create Image & Responsive Ads
- + 3 Levels of Google ADs Display Campaigns

+ **Google ADs - Create Remarketing Campaigns**

- + Create Audiences to Target the Right People Based on Their Visit
- + Step by Step Guide to Create your Remarketing Campaign
- + Advanced Targeting - Target & Exclude Audiences

+ **TrueView Ads (YouTube Advertising)**

- + Create YouTube Ads - Step by Step Guide

- + **Bonus Session**
 - + Student Q&A
 - + Assignment - Google Ads
 - + Google Ads Certifications

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Advanced Content Marketing Course

- + **Course Introduction**
- + **Introduction to Content Marketing**
 - + Content Marketing Introduction?
 - + Content Marketing Channels
 - + Writing Messages and Creating Content
 - + Content Strategy & Challenges
- + **Blog Marketing**
 - + **Build Your Blog**
 - Finding Your Niche
 - Installing WordPress
 - Blog Theme
 - Installing Plugins
 - Creating A Menu
 - Creating Your First Post



- Tracking Your Audience

+ Assignment - Create Your Own Blog and Configure

+ Perfect Content Creation

- + Creating Articles
- + Rewriting Popular Articles
- + Articles Headline Formula
- + Finding Amazing Images
- + Hemingwayapp.com - Your Personal Editor

+ Assignment - Write an Article and Optimize it

+ Traffic Generation Strategies

- + Building Relationships With Other Bloggers
- + Guest Posting
- + Social Media Strategies
- + Infographics
- + Forum Marketing

+ Email Marketing

- + Email Marketing Intro
- + Email Marketing Basics
- + Email Marketing - Mailchimp
 - Sign up for MailChimp & Choosing a Plan
 - Audience Management in Mailchimp
 - Groups, Segments, and Tags in Mailchimp



- Lead Capture Forms and Mailchimp Integrations
- Create a Campaign --> Create an Email
- Mailchimp Campaigns
- Create a Campaign --> Create an Ad
- Create a Campaign --> Create a Landing Page
- Mailchimp Automations
- How to Grow an Email List
- A / B Split Testing Campaigns in Mailchimp
- Best Email Subject Lines
- Email Content
- + Mailchimp Analytics
 - Mailchimp Reporting
 - Analytics in Mailchimp
- + **Assignment - Create A Mail Campaign**

+ **WhatsApp Marketing**

- + The difference between WhatsApp and WhatsApp Business
- + How to install 2 separate WhatsApp applications on your mobile phone
- + How to use WhatsApp on your computer (WhatsApp Web)
- + How to buy and use a virtual number
- + WhatsApp Business
- + How to make money with WhatsApp
- + How to create your VIP Channel
- + Make a ton of sales with this strategy

+ **SMS Marketing**

+ Introduction to SMS Marketing

+ **Strategies**

- Sequence Vs Broadcasting
- Capturing Leads
- Contacting Leads

+ SMS Marketing Legality (Do's & Don'ts)

+ **Quora Marketing**

+ What is Quora / Quora Marketing?

+ Prime Features of Quora Marketing

+ Reasons to Use Quora Marketing

+ Answer Quora Questions to Drive Website Traffic

+ Killer Profile Creation on Quora

+ **Assignment - Quora Profile Creation / Finding Relevant Questions / Answer them**

+ **Do It Yourself (DIY)**

- Live tasks and assignments / Projects on Blog Creation
- Live tasks and assignments / Projects on Article Creation
- Live tasks and assignments / Projects on Creating a Mail Campaign
- Live tasks and assignments / Projects on Quora

+ **Conclusion**

+ How To Download Course Completion Certificate



Contact Us

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We have branches at Kochi, Thiruvananthapuram, Calicut and Bengaluru.