
DIGITAL MARKETING COURSE INTRODUCTION

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COURSE IS DIVIDED INTO FIVE PARTS

INTRODUCTION

PART 1 : RESEARCH

PART 2 : DEVELOPMENT

PART 3 : CONTENT MAKING

PART 4 : PROMOTE OR MARKETING

PART 5 : MONETIZATION

What Course

INCLUDES



1. RESEARCH

THIS PART IS THE MOST IMPORTANT PART FOR YOUR BLOG. **IT HELPS YOU TO MAKE YOUR GOAL**

- **Niche Finding**
- **Keyword Research**
- **Audience Tracking**
- **What Theme and Platform to is Best for your niche**
- **How to Make a Marketing Strategy**
- **Colors psychology**



2. DEVELOPMENT

THIS PART WILL GIVE **STRUCTURE TO YOUR BLOG**

- **How to Make Website on Wordpress**
- **Best Themes and Plugins**
- **How to Make your Website Faster and Prettier**
- **Add Adsense and Analytics to your Account**
- **How to Optimise your wordpress blog**



3. CONTENT MAKING

IF YOU BECOME MASTER OF CONTENT
MAKING YOU WILL **BE RICH IN NO TIME**

- **Best Ways to Get More Idea**
- **How to Write a Blog and Proofread it**
- **How to Make Graphics**
- **How to Make videos**
- **How to Make an attractive content**
- **How to use Headings and Subheading**



4. PROMOTE OR MARKETING

“You can’t just place a few “Buy” buttons on your website and expect your visitors to buy.” - Neil Patel

- **Social Media Marketing**
- **SEO**
- **Email Marketing**
- **PPC**
- **Mobile Marketing**
- **Content Marketing**



5. MONETIZATION

- Ads
- Affiliate Marketing
- Sponsorship
- Sales - Product
- Sales - Services

THANK

YOU!