DIGITAL MARKETING
COURSE

Join the internet revolution as a leader
and not as a follower

Digital Learning Point

WHY CHOOSE DIGITAL LEARNING POINT ?

Cultivate a growth mindset and persevere through challenges to pave your way towards achievement.

- AI-powered blueprint
- Case study and Live projects
- Reasonable fees
- Experienced faculty
- Small size batches
- Hybrid classes (Online&Offline)
- 50+ Modules
- 100% Placement Assistance

GUARANTEED INTERVIEWS

CASE STUDY AND LIVE PROJECTS

50+
MODULES

35+DIGITAL
MARKERING TOOLS

1: Introduction to Digital Marketing

- What exactly is digital marketing?
- Digital Marketing vs. Traditional Marketing
- What is B2B and B2C marketing?
- How do I start digital marketing?
- What is traffic?
- What are keywords?
- One-by-One Process of Digital Marketing
- How to get traffic?
- How do I engage traffic on a website?
- Types of Lead and Conversion
- Analysis of your traffic sources and ROI
- Benefits of digital marketing

2: Basics of the Internet (Back to School)

- What Is the Internet?
- Who owns the Internet?
- How Does the Does the Internet Work?
- Difference between Internet and Intranet.
- What is IP?
- What is the use of IP?
- What is a computer Mac address?
- What is a firewall?
- What Is LAN & WAN?

3: Web Concept and Hosting

- What is WWW?
- What is a domain?
- What is DNS?
- Difference between HTTP and HTTPS
- What Is the Domain Name?
- What is a domain extension?
- What is hosting?
- Different types of hosting
- What are Control Panels?
- Types of servers
- What is Whois?

4: Website Planning and Creation

- How to Create Blueprint of Website?
- Objective of the Website
- How to create a website in WordPress?
- Choosing the right domain name for your website
- Choosing a hosting platform
- Installing WordPress
- Choosing the right WordPress theme
- Plugins you need for your WordPress website
- Website backup and migration

5: Google Search Console

- Introduction to Google Search Console
- Verification Process
- Search Performance Analysis
- URL Inspection Tool
- Sitemap Submission
- Mobile Usability and Speed Insights

6: Search Engine Optimization Introduction

- What is SEO?
- Introduction to SERP
- What are search engines and their functions?
- What are keywords and types of keywords?
- Keywords Research Process
- primary keywords, secondary keywords, LSI keywords
- What is a keyword research tool?
- What types of SEO?
- What types of SEO techniques?

7: On-Page SEO

- Yoast SEO, all in one SEO, rank math SEO plugin?
- Page Naming (URL Structuring)
- Image Title, and ALT Tag Creation
- What are meta titles?
- What is the Meta Description?
- Headings Tags {H1 to H6}
- What is content writing?
- SEO-Friendly Content Writing
- Anchor Text, Link Title
- Robots. txt file use and creation
- HTML/XML sitemap creation
- Tools for SEO
- How to set up Google Webmaster tools

8: Off-Page SEO

- What are backlinks?
- Why backlinks are important?
- How Do You Get Backlinks?
- Difference Between Do-Follow and
- No-Follow Backlinks
- What is Google PageRank?
- How do I increase page rank?
- What are PA and DA?
- Competitor Analysis Tool
- Types of backlinks (link building)

9: Technical SEO Knowledge

- How do you optimize your site for the Google Hummingbird algorithm?
- What is the Google Panda algorithm?
- What is Google Penguin?
- What is the Google EMD Update?
- How do you save your site from Google Panda, Penguin, and EMD updates?
- How do you recover your site from Panda, Penguin, and EMD?
- Black-hat SEO(use at your own risk)
- schema markup
- What are 301 and 302 errors?
- What is 401?
- Canonical issues

10: Google Business Profile (local SEO)

- Set up Google Business Profile
- Citation creation
- Google Business Profile ranking factors
- Customer Reviews and Ratings:
- Business Categories and Attributes
- Google Business Profile updates
- Google Business Profile Insights

11: Graphic Designing

- Visual Branding
- Engaging Content Creation
- Visual Storytelling
- Master graphic designing tools such as Canva and Adobe Photoshop

12: Google Ads Introduction

- Google Ads Overview
- Types of Ads
- Google Ads vs SEO
- Set up a Google Ads account.
- PPC advertising
- What is CTR? and its importance?
- Types of keywords in Google Ads
- How the Google Ads auction works

13: Search Ads

- Introduction of Search Ads
- Creating search campaigns
- Understanding ads, ads group, and keyword concepts
- Learn Biding Strategy
- Geo-targeting

- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- Conversion Tracking

14: Display Ads

- What is display advertising?
- Understanding the Display the Display Setting Concept
- Frequency Capping
- Type of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display keywords targeting
- Placement targeting
- Topics and demographics targeting
- Understanding Conservative Targeting
- Aggressive Targeting
- Tips and Tricks

15: Video Ads

- What Are Video Ads?
- Video Ad Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads

- Different bidding methods
- Linking your YouTube accounts to AdWords
- Types of Video Targeting Methods
- Selecting the Best Targeting Method for Your Ads
- Tips for Creating Video Ads

16: Shopping Ads

- What are Shopping Ads?
- Creating and verifying a Google Merchant Center account
- Add product to your MCA.
- Understanding all required fields for product listings.
- Add your product to feeds using Google Seats.
- Automatic Item Updates
- Linking MCA to the AdWords Account

17: App Ads

- Understanding Universal App Ads
- Upload your first app to the Play Store/iOS.
- Creating Your First Mobile App Ad
- Campaign Optimization
- Bid Strategy (Cost per Install)
- Find the Best Placement for Ads
- Tips and tricks for more installation.

18: Retargeting Audiences

- Using different ads to target audience
- Using Ad Funnel for targeting audience
- Auto targeting via dynamic ads

19: Re-marketing

- How to use Shared Library?
- What is an audience?
- How do I creates a remarketing list a remarketing list?
- Setting up your first remarketing campaign

20: Yahoo, Bing Network

- Overview of Bing and Yahoo PPC
- Transfer the Google AdWords Campaign to Bing
- Compare AdWords and Bing PPC
- Understanding Google Alternative
- Explore BidVertiser, Info Links, Buy Sell Ads, and more

21: Google Analytics

- How does Google Analytics work?
- Major dimensions: real-time,audience, acquisition, behaviour
- Understanding of Goals and Funnel
- Important Concepts of Analytics
- Tracking specific link traffic
- Understanding Filters and Segments

22: Social Media Marketing Introduction

- What is social media marketing?
- How to market a company's product on social media
- Why is social media Important?
- 7 Wonders of social media
- Create your profiles one by one

23: Facebook Marketing

- History of Facebook
- Why use social media for business?
- Create your company page and group.

- How to Manage Your One-Week Post in Advance
- How to Increase Your Facebook Likes(White Hat)
- Meta-pixel
- How to Engage Your Fan on Page
- Make your post viral
- Do some extra activity(updated part)
- Facebook Ad Funnel
- Social Media Calander
- Remarketing on Facebook
- Ads Library
- Business ad account

24: LinkedIn Marketing

- Introduction to LinkedIn
- Create your personal and company profile
- Understanding B2B and B2C Concepts
- How to use LinkedIn Groups for Marketing
- How to Increase Your Connection
- LinkedIn Ads

25. Twitter Marketing

- Introduction to Twitter
- Create your profile
- How to increase followers (white and black hats)
- How to Market Your Product

- Understanding the # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- An Example of Successful Twitter
- Company Page

26: Instagram Marketing

- Create your account
- Why use Instagram for business?
- Advertising on Instagram
- Instagram marketing, content strategy, and content plan
- Keys to a successful profile: increasing followers
- How to find your best frequency and timing on Instagram

27: Pinterest Marketing

- What exactly is Pinterest?
- How is it different from other social media?
- How do I promote businesses on Pinterest?
- How do you increase followers on Pinterest?
- How can it help you to promote your content?
- Pinterest Analytics

28: YouTube Marketing

- Introduction to YouTube
- Tools to create videos
- How to add annotations, subtitles, and cards
- Search optimization of videos
- Tools to optimize videos
- Instream and bumper ads on YouTube
- Video Monetization
- Tricks to make money from YouTube
- Distribution of videos for ranking
- YouTube Analytics

29: Inbound Marketing

- Attracting your potential customers into conversion funnel
- Lifecycle Emails
- Using Emails
- Landing Pages
- Conversion Optimization
- Conversion Optimization patterns for engaging website visitors

30: Email Marketing

- What is email marketing?
- What is the subscriber database?
- Email marketing software
- Email Marketing Online Tools
- Bulk email service provider
- Setting an auto-responder email
- Best practice to send bulk mail
- What is A/B testing?
- Create your first email campaign.
- How to track Open, Bounce, unsubscribe email

31: Quora Marketing

- Introduction to Quora
- Quora Account Setup
- How does Quora help in content marketing?
- How do I reply to a Quora Question?
- Create Quora ads
- Find the right topics for business on Quora
- Quora Analytics

32: E-commerce Website

- What is e-commerce?
- E-commerce Platforms
- Payment Gateway Setup
- E-commerce security and privacy
- E-commerce Trends and Future Insights
- Social media marketing for commerce
- Search Engine Optimization (SEO) for E-commerce

33: Drop shipping

- Drop shipping Model
- Selecting a niche and products
- Concept of drop shipping
- Order Tracking and Inventory Management
- Making money from drop shipping

34: Growth Hacking

- What is growth hacking?
- Calculate per-user LTV
- Design a Growth Funnel
- Analysis of growth using analytics tools
- Story-telling technique for growth hacking

35: Online reputation management

- What is online reputation?
- Why is Online Reputation Important?
- How do you manage your online reputation?
- How do I respond to the first-page negative review?

36: Guerrilla marketing

- Understanding guerrilla marketing
- Digital guerrilla marketing tactics
- viral marketing campaigns
- Memes and Internet Trends
- Location-Based Guerrilla Marketing

37: Content Writing

- SEO Optimized Content
- Compelling Copywriting
- Content Calendar Planning
- Content Distribution Strategies

38: Content Marketing

- What is content marketing?
- Objectives of content marketing
- Why "Content is King" for SEO
- How to write SEO-friendly content?
- How to become a content writer?
- Tools for content writing
- How to promote your content online?

39: Video Marketing

- Scripting
- What makes a video go viral
- Keyword research
- Optimize your video description
- Add hashtags to increase reach

40: Influencer Marketing

- Introducing influence marketing
- What are brand influencers?
- What are digital influencers?
- What is social media influencer marketing?
- How do influencers change customer mindsets?
- Case studies of influence marketing

41: Live streaming

- Live streaming platforms
- Content Creation
- Audience Interaction
- Equipment and Technology
- Event Coverage

42: Become an online seller

- How to Select the Best Product?
- How do you decide pricing?
- Select the best marketplace for your product.
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- How do you decide pricing?
- Select the best marketplace for your product.

43: Google AdSense (Blogging)

- AdSense Program Overview and Features
- How do I get approved for AdSense?
- A few tricks to get approval by Google
- How do you put ads on your blog?
- How do I receive a check from Google each month through Google AdSense?
- Building an AdSense network with multiple AdSense websites.

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44: Internet Entrepreneurship

- How to Start an Online Business?
- How do I register a company in India?
- Important Tools for Entrepreneurs
- Rules and Regulations of Taxation in India
- Funding Concept for the Company
- How to Get Fund form Investor?
- Idea does not matter; execution does!

45: Affiliate marketing

- What is affiliate marketing?
- Making money from the affiliate marketing revolution
- Overview of affiliate marketing networks
- Indian websites with the best affiliate programs
- Secrets of Affiliate Marketing
- Live Examples of Affiliate Marketing
- What is www.cj.com?
- How do I approve the world's largest affiliate website, cj.com?
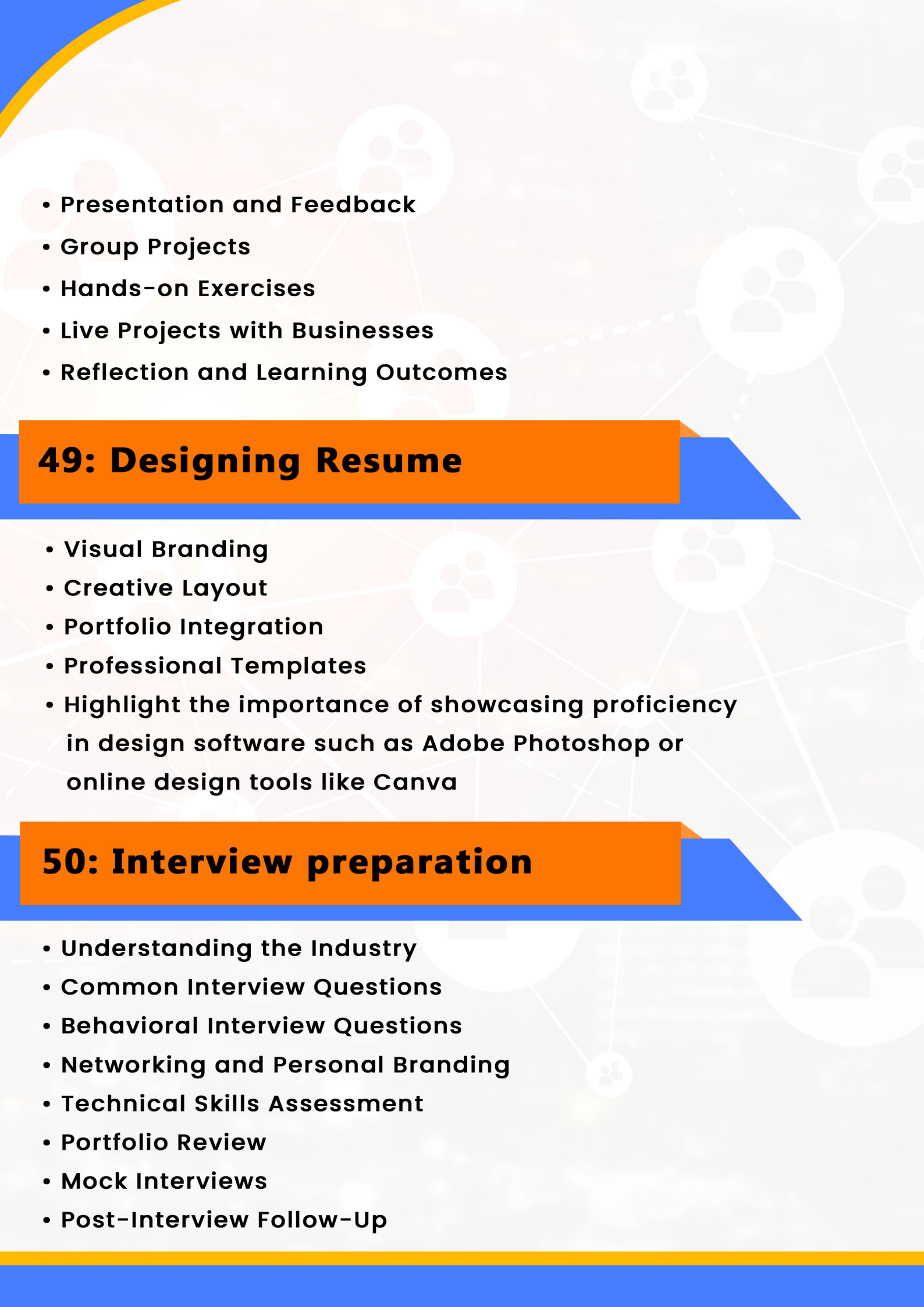
46: freelance Projects

- What is freelancing?
- Popular freelancing websites
- How do I get a project from a freelancing website?
- How do you choose a freelancer for your project?
- How do I get money worldwide?
- Popular online payment option for freelancers

47: Make Money with Blogging

- Learn about blogging
- Let Google run ads on your blog and you make money (Google Adsense)
- Affiliate marketing with a blog
- Buy/Sell domains
- Buy/Sell a blog
- Paid reviews on blog
- Direct advertisement

48: Case Study and Live Projects

- Introduction to Case Studies
- Selection of Case Studies
- Analysis Framework
- Guest Speakers and Industry Experts

- Presentation and Feedback
- Group Projects
- Hands-on Exercises
- Live Projects with Businesses
- Reflection and Learning Outcomes

49: Designing Resume

- Visual Branding
- Creative Layout
- Portfolio Integration
- Professional Templates
- Highlight the importance of showcasing proficiency in design software such as Adobe Photoshop or online design tools like Canva

50: Interview preparation

- Understanding the Industry
- Common Interview Questions
- Behavioral Interview Questions
- Networking and Personal Branding
- Technical Skills Assessment
- Portfolio Review
- Mock Interviews
- Post-Interview Follow-Up

35+ DIGITAL MARKERING TOOLS

Google

ChatGPT

MOZ

QuillBot

Gamma

Canva

wpforms

COPYLEAKS

elementor

Adobe Photoshop

WORDPRESS

SEMRUSH

mailchimp

ahrefs

Google Ads

grammarly

Gemini

Analytics

WOO COMMERCE

HubSpot

shopify

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