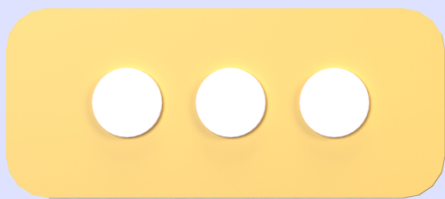




DM HACKERS COURSE BOOK

For Student





Hi

My Self Kalyan Sai

I Have 10+ Years of Experience in Digital Marketing I want to bring all my experience to help you learn the basics of advanced digital marketing in the next 4 months

COURSE DETAILS:- ADVANCED DIGITAL MARKETING COURSE

Duration:- 4 Months

01

Basics of Marketing

1. Understanding the Product
2. 4P's of Marketing
3. 5A's of Marketing
4. Intent & Impulse Based Marketing
5. Buyers Persona
6. Customer Journey
7. Marketing Funnels
8. Branding
9. Canva Pro

02

Creative Ads Writing:-

1. Introduction to Creative Ads
2. Types of Ads (Sequence Ads, Short and Long Ads, Viral Ads Etc.,)
3. Techniques to Create Creative Ads
4. Concept Behind Creative Ads
5. Benefits of Creative Ads



03

Facebook & Instagram

1. Page Creation & Settings
2. Meta Business Suite
3. Meta Creator Studio
4. Business Manager Creation & Settings
5. Ads Manager Creation & Settings
6. A/B Testing (Organic & Ads)
7. Competitor Analysis
8. Facebook & Instagram Organic Postings & Reporting
9. Facebook & Instagram Ads Postings & Reporting
10. Catalog Creation
11. Audience Creation
12. Analytics
13. Automation Tools

04

LinkedIn

1. LinkedIn Profile Creation
2. LinkedIn Business Profile Creation
3. LinkedIn Organic
4. LinkedIn Sales Manager
5. LinkedIn Ads creation & reporting

05

Twitter

1. Twitter Account Creation
2. Tweet deck & Twitter lists
3. Twitter Ads & Analytics
4. Reputation Management on Twitter



06

Reddit

1. Basics of Reddit and Subreddit
2. Generating organic traffic using Reddit
3. Curating content from Reddit

07

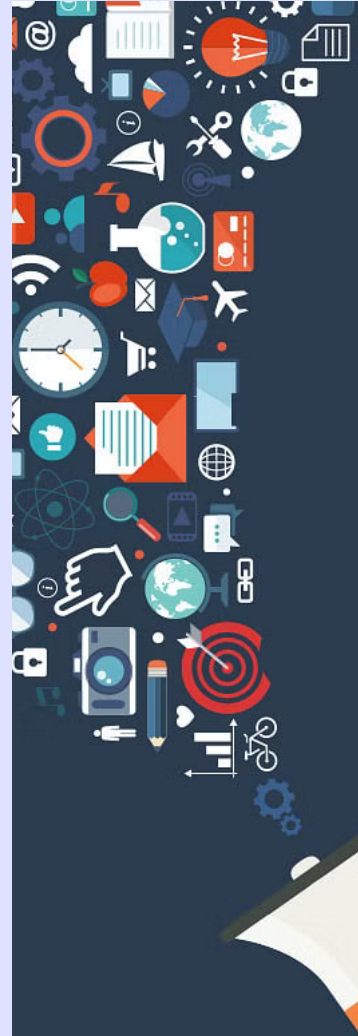
Pinterest, Snapchat, Tumblr & Quora

1. Pages Creation
2. How to generate organic traffic using these platforms
3. How to get content ideas using these platforms

08

Influencer Marketing

1. Introduction to Influencer Marketing
2. Approaching and Collaborating with Influencers
3. Tools to be Used for Influencer Marketing
4. Techniques to Acquire the Right Influencer for Any Brand
5. Content Creation for Influencers
6. Types of Collaborations with Influencers



09

Website Planning & Creation

1. Introduction to HTML and Tags
2. Introduction to WordPress
3. Difference between Static and Dynamic Websites
4. Content planning for the Website
5. UI & UX Importance
6. Website Analysis
7. Landing Pages Creation
8. Pixels Integration
9. Website Analytics

10

Search Engine Optimization

1. Introduction to SEO & SERP
2. Understanding the Importance of SEO
3. Keywords Research & Targeting
4. On-Page SEO
5. Off-Page SEO
6. Information Architecture
7. SEO Site Audit

11

Content Writing

1. Basics of Content
2. Types of Content (Ad Copy, Image Content, Video Content, and Blog Writing)
3. Research
4. Implement
5. Analysis
6. AI Usage to Create Quality Content



