

# **DMHACKERS 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**

- Understanding the Product
  4P's of Marketing
  5A's of Marketing
  Intent & Impulse Based Marketing
  Buyers Persona
  Customer Journey
  Marketing Funnels
  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



- 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

### Pineterest, Snapchat, Tumbler & 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







### **12** Google Ads

- 1. Introduction to Google Ads
- 2. Types of Google Ads
- 3.Ad Account Creation
- 4.Competitor Analysis
- 5.Keyword Research
- 6. Types of Keywords
- 7. Ad Writing (Headlines, Long Headlines & Descriptions)
- 8. Creating and optimizing different types of ads (Search, Display, Video Etc.,)
- 9. Bidding Strategies
- 10. Audience Creation
- 11. Ad Analyzing & Reporting
- 12. Conversion Tracking
- 13. Google My Business Creation & Settings
- 14.Google Merchant Center Creation & Settings

13

### **Google Tag Manager**

- 1.Fundamentals of Tag Manager
- 2. Creation of Account
- 3. Integration with Website

**Google Analytics** 

- 1.GA4 Account Creation & Configuration
- 2. Understanding the Key Metrics of GA4
- 3. Behavior Patterns of Users
- 4. Monitoring Traffic
- 5. Understanding & Implementing Goals
- 6.Reporting







### **15** Google AdSense

- 1. Introduction to Adsense
- 2. How to get an Adsense approval
- 3. Understanding the types of earning and payment procedure
- 4. Learning to use the Adsense tools and Trackers

## **16** YouTube Marketing

- 1. YouTube Channel Creation
- 2. YouTube Creator Studio
- 3. YouTube SEO
- 4. Content Creation
- 5. Videos Uploading
- 6. Analyzing & Reporting

# 17

### **Affiliate Marketing**

- 1. Introduction to Affiliate Marketing
- 2. Affiliate Marketing Platforms
- 3. More Ways to make money through Affiliate Marketing
- 4. Rules & Regulations for Affiliate Marketing
- 5.Niche Research
- 6. Implementation of Affiliate Marketing
- 7. Analyzing & Reporting







## **18** Email Marketing

- 1. Introduction to Email Marketing
- 2.Introduction to Platforms Providing Email Marketing
- 3. Pros and Cons of Email Marketing
- 4. Template Creations
- 5.Email Marketing Execution
- 6.Email Marketing Tools & Analytics
- 7. Analyzing & Reporting



### SMS Marketing, Bulk Voice Calls Marketing, IVRS, Whatsapp Marketing

- 1. Introduction to these platforms
- 2.Network Providers
- 3. Research and Implementation
- 4. Analyzing & Reporting

20

### Podcasting

- 1.Introduction to Podcasting
- 2. Marketing techniques using Podcasting
- 3. Designing & Editing Content
- 4. Promoting podcasts through Spotify Ads







21 Viral Marketing

- 1. Introduction to Viral Marketing
- 2. Creating & Implementing Viral Marketing strategies to Multiple platforms
- 3. Benefits of Viral Marketing
- 4. Disadvantages of Viral Marketing

22

Marketing Automation, Al Usage in marketing, Freelancing, Carrer Guidance and 1Year Support





Course will End Not our Journey All the Best for Rocking Carrer

