

THE BRAND CHAPTER

Digital Marketing & E-commerce
COURSE MODULE

About Us

The Brand Chapter is a Jaipur-based digital marketing agency, that manages all aspects of a company's online presence. As our tagline states, we believe in building brands from scratch. If you want your brand, however, to go viral, be present and accessible across multiple channels at the same time, whether it is through organic or paid search, through email marketing or different social media platforms, we are here for you!

Visit www.thebrandchapter.com to know more about us.

About the course

In this digital era, digital marketing is one of the most in-demand skills. This course is your path to a career in digital marketing. You can now prepare for a career in digital marketing without any prior experience or knowledge. You will learn the fundamentals of digital marketing and e-commerce to gain the skills needed to land a job.

What will you learn (course modules)

1. Digital Marketing Overview
2. Lead Generation for Business
3. Online Display Advertisements
4. Website Planning and Development in WordPress
5. Google Analytics
6. Social Media Marketing
7. Affiliates Marketing
8. Advanced Search Engine Optimisation
9. E-commerce Marketing
10. Digital Marketing Strategies
11. Google Adsense
12. Start as a freelancer/ become job-ready

Module 1: Digital Marketing Overview

- Marketing: Traditional vs Digital
- SEO (search engine optimisation)
- SERP (search engine results page)
- SEM (search engine marketing)
- SMO (social media optimisation)
- Email Marketing
- Inbound/ outbound marketing
- SMM (social media marketing)
- Blogging and its importance
- AdSense and Affiliates
- Mobile Marketing

Module 2: Lead Generation for Business

- Email Marketing
- Email Automation
- Lead generation for business
- Lead generation for Ad words
- Mobile Web Marketing
- App store optimisation
- SMS marketing
- Lead generation with B2B and B2C

Module 3: Online Display Advertisements

- Google Ads Introduction
- Google Search Ads/ PPC
- Google Display Ads / GDN
- Google Video Ads
- E-commerce Ads
- Remarketing
- Retargeting
- Universal App Campaign
- Conversion Tracking

Module 4: Website Planning and Development in WordPress

- Domain Selection
- Website Hosting
- Website Planning and Design
- Purchasing Web Hosting
- Connecting Domain & Hosting
- Blogging
- Design for Marketing
- FTP Users & Using File Zila
- Domain Control Panels
- Web Hosting Control Panels

Module 5: Google Analytics

- Google Tag Manager
- SEO Strategy
- Adding site to GAT
- Tracking visitors through GAT
- Location, Browser, OS and Device tracking through GAT
- Real-time and offline tracking through GAT
- USE behaviour tracking through GAT
- Auditing and Reporting

Module 6: Social Media Marketing

- Facebook Optimization & Marketing
- Instagram Optimization & Marketing
- Twitter Optimization & Marketing
- LinkedIn Optimization & Marketing
- Pinterest Optimization & Marketing
- Quora Optimization & Marketing

Module 7: Affiliates Marketing

- Understanding Affiliates Marketing
- Difference between AdSense and Affiliates
- How Affiliates Marketing works
- How to apply for Affiliates
- Direct and InDirect Affiliates Marketers
- How to create coupons in Affiliates Marketing
- How to Earn money with Affiliates Marketing

Module 8: Advanced Search Engine Optimisation

- On-Page Optimization
- Off-Page Optimization
- Local SEO: Local Business Promotion/GMB
- Youtube marketing (channel making, otimization, ranking, thumbnail, paid marketing)
- Content Marketing

Module 9: E-commerce Marketing

- E-Commerce Optimization & Marketing
- Understanding Ecommerce Marketing
- Different Kind of Ecommerce Platforms
- How to Promote your Ecommerce Website
- Dropshipping
- Market Places for Product Selling
- Major E-commerce portals in India

Module 10: Digital Marketing Strategies

- Online Reputation Management ORM
- Growth Hacking Fundamentals
- Influencer / Attraction Marketing
- Mock Interviews

Module 11: Google AdSense


- Understanding Google AdSense
- How to apply for Google AdSense
- How to easily get Approved with AdSense
- Difference between Text and Display Ads
- Placing Advertisements on your Blog or Website
- Custom and URL channels
- Optimizing Google AdSense Ads for best performance
- Allow and Add categories

Module 12: Start as a Freelancer/ become job-ready


- Understanding Freelancing
- Freelancing Websites
- Sign Up with Freelancing Sites
- Getting Projects through freelance websites

THANK YOU!

Get in touch and start your *digital marketing* journey now!

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