

Following are the 15 modules covered in the course offering by my prachar contact for more www.myprachar.com



By My Prachar

1. Digital Marketing Overview

- ❖ What is Digital Marketing?
- ❖ Why it is required?
- ❖ How it will be benefited you?
- ❖ Process of Digital Marketing



2. Website Planning & Creation

- ❖ What is internet?
- ❖ Concepts about domain and hosting
- ❖ Concepts about website and webpages
- ❖ Planning for your web site
- ❖ Installing a framework in hosting
- ❖ Website building



3. Email Marketing

- ❖ What is Email Marketing?
- ❖ Why Email Marketing?
- ❖ How to do Email Marketing?
- ❖ What is bulk emailing?
- ❖ How to do bulk emailing?



4. Lead Generation

- ❖ What is Lead?
- ❖ Why Lead is important for business?
- ❖ How to generate a Lead?
- ❖ Building best landing and thank you pages



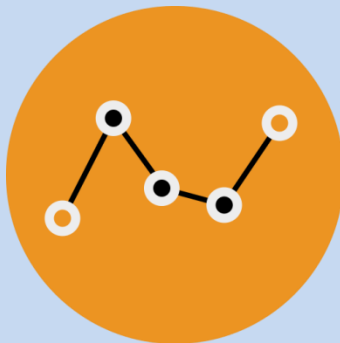
5. Google Adwords & PPC

- ❖ Google Adwords Overview
- ❖ Concepts of campaign, AdGroup and Ads
- ❖ Understanding of PPC, CPC
- ❖ Creating network and display campaign



6. Google Analytics

- ❖ Introduction of Google Analytics
- ❖ How it works?
- ❖ Synchronization of Google Analytics to your website
- ❖ Creating Google Analytics account



7. Social Media Marketing

- ❖ What is Social Media?
- ❖ Why Social Media?
- ❖ How to do Facebook marketing?
- ❖ How to do LinkedIn marketing?
- ❖ How to do Twitter marketing?
- ❖ How to do Video marketing?



8. Search Engine Optimization

- ❖ What is Search Engine?
- ❖ What is Search Engine Optimization?
- ❖ How SEO works?
- ❖ Keyword planning
- ❖ On page SEO
- ❖ Off page SEO



9. Online Display Advertising

- ❖ What is Online Advertising?
- ❖ What is Display Advertising?
- ❖ What is Contextual Advertising?
- ❖ How to do Advertising?



10. E-Commerce Marketing

- ❖ What Is E-commerce?
- ❖ E-commerce scenario in India?
- ❖ How to do search engine optimization in E-commerce websites?

