

COMPLIMENTARY OFFERS TO BOOST YOUR GROWTH

HTML+ WordPress Course
(Build your Own Blogs, Websites, Freelance)

FREE Hosting for 1 Year
We Provide Free Hosting for your Blogs, Websites
for 1 Year

FREE SSL + CDN Security for 1 Year
Absolutely FREE Security Socket Layer + Content
Delivery Network Security

FREE Business Emails for 1 Year
Professional Business Mails for your Business
Yourname@domainname.com

FREE Access to Digital Marketing Books
To Develop a Marketing Mind

BECOME SOCIAL MEDIA MASTER

- Optimize
- Engage
- Monetize



Net: Digital Marketing Books shall be returned after reading. Security Deposit applied.



Digital Marketing gives you 10+ Career Options

- ✓ Start your Digital Marketing Agency
- ✓ Boost your Current Business Revenue
- ✓ Start an E-Commerce Store
- ✓ Social Media Marketing Manager
- ✓ SEO Expert
- ✓ Google + YouTube Ads Specialist
- ✓ Freelancer
- ✓ Affiliate Marketer
- ✓ WordPress Developer
- ✓ Lead Generation Expert

CLIENTS GETTING STRATEGIES & FREELANCING TECHNIQUES

#2052A, BIRLA MILL COLONY,
NEAR MALL ROAD, BATHINDA

9999293239

DIGITAL MARKETING COURSE

*Fast Track your Career &
Sky Rocket Your Business Growth*

- 📍 15 + Comprehensive Modules
- 📍 Expert Trainers
- 📍 Live Campaigns
- 📍 International Certifications

Complementary WordPress Course



**4 Months
Classroom
Training**



DIGITAL MARKETING
BOOST BUSINESSES BY **3X**

www.digitaldots.in

UNDERSTANDING DIGITAL MARKETING

Overview
Physical Vs Digital,
Case Studies
Website Essentials



SEARCH & DISPLAY CAMPAIGN

Crafting Perfect Ads
Ads Rotation
Conversion Tracking
Retargeting



ADS & BUSINESS MANAGER

Account Structure, Audience Interest
Finder Hacks, Pixels, Retargeting,
Conversion Tracking, Ad Creatives
Messenger Bots, Scaling Ads



LANDING PAGES

Call To Action
Responsiveness
Domain & Hosting
Content Creation
Tools



SEARCH ENGINE OPTIMIZATION

Science behind search
Meta tags, Anchor Text
Description
Keywords, URLs



INSTAGRAM, PINTEREST LINKEDIN, TWITTER MARKETING

Organic & Paid
Strategies, Tools &
Automation



Google Ads Network

Pay Per Click Model
Different Ad Formats
Extensions & Uses



Google Ads

BACKLINKING

DA, PA, Competitor Analysis
Guest Posts,
Infographics, Quora,
Medium
Advance Strategies



EMAIL MARKETING

Creating Free Offers
Building Email
Lists, Sequence &
Automation



KEYWORDS RESEARCH

Significance
Tools
Bidding
Match Types & Usage



YOUTUBE MARKETING

Production & Promotion,
Tags, Keywords Titles
Thumbnails
Growth Strategies



GOOGLE ANALYTICS SEARCH CONSOLE MY BUSINESS

Measuring & Improving Traffic,
Local SEO, Outranking Competitors



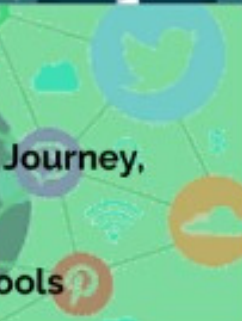
AD RANKING

Quality Score, CTR,
Search Query Report
Bidding Types
MCC Account
Shopping Ads



SOCIAL MEDIA MARKETING

Understanding Customer Journey,
Psychology behind Ads
Facebook page setup
Integrations, Publishing Tools



FREELANCING & AFFILIATE MARKETING

Concepts, Upsells, Downsells,
Breakdown of Funnels
Scaling Profile
Paid & Organic Techniques

