![KMU Learning logo]

Digital Marketing

Mastering the essentials for success

Comprehensive course designed to equip learners with the essential skills and advanced strategies needed to excel in the dynamic field of digital marketing.

Get certified by

KMU LEARNING   facebook   Linked**in**

Google   HubSpot

What you'll learn ?

Grow a Business
Online From Scratch

Make Money as an
Affiliate Marketer

Get Hired as a Digital
Marketing Expert

Work From Home as
a Freelance Marketer

■ Who this course is for and Why ?

Students

First Job

Professionals

Upskilling

Business Owners

Growth

Entrepreneurs

Online Sales

Everyone

Passive income

This course includes

45+ Live Hours

Comprehensive digital marketing course covering key strategies, tools, and techniques for success in over 45+ hours of content.

01

40+ Tools

Master digital marketing with a comprehensive course showcasing over 40 essential tools and their applications.

02

8+ Resources

Access a variety of downloadable resources—from e-books to templates—to enrich your learning experience.

03

Certification

Get Eligible for 10+ International Certifications

04

Support

Get expert support for your course journey, ensuring success and optimal learning outcomes.

05

Course overview

01

Introduction

- Course overview
- Best Free Digital Marketing Tools to Go Viral
- Course Resources
- Digital Marketing Demystified in 5 Mins!

02

Market Research

- Market Research Intro
- How to Find a Hungry-to-Buy Audience with 3 Simple Questions
- How to Get Responses to Your Survey
- How to Analyse Your Survey Results
- How to Get Valuable Feedback Without Sending a Survey

03

Make a website

- Types of website
- Why Use Wordpress vs. Wix, Weebly etc?
- WordPress.com vs.WordPress.org
- How to Make a Website in 10 Mins - Simple & Easy!
- How to Set Up Your Business Email in 5 Mins
- How to Add Your Domain Email to Gmail

04

Search Engine Optimization

- Introduction to SEO
- An Overview of SEO
- 5 SEO Metrics to Measure SEO Performance
- How to SEO Optimize Your Homepage
- How to Add Your Website to Google Search Console
- How to Improve Website Performance & Speed
- How to Take the Google Mobile Friendly Test
- How to Do Keyword Research: Steps & Strategy
- How to Quickly Brainstorm 1000's of Keyword Ideas
- How to Narrow Down Your Keyword List
- How to Assess Keyword Competition & Choose Target Keywords
- How to Write Title Tags Search Engines Love
- How to Skyrocket Clickthrough Rate with Meta Descriptions
- How to Appear in the Google Image Search Results
- Copy Optimization: Headings Tags, Outgoing & Internal Links etc.
- The Types of Backlinks That Really Matter and How to Get Them
- How to Maximise Links for Your SEO Campaigns
- How to Create Content That Generates Links & Social Shares on Autopilot
- How to Leverage Authority Websites and Top of the Search Results
- The Poster Boy Formula - Build Traffic, Backlinks & Valuable Relationships

05

Google My Business Profile

- Local SEO: How to Rank Your Local Business in Google

06

Email Marketing

- Why Market Your Business with Email?
- How to Create a Mailchimp Account for FREE
- SOLVED: Can I just use GMAIL to send emails instead of Mailchimp?
- How to Add Opt-Ins & Pop Ups to Your Website for Free
- How to Write Email Subject Lines That Get Opened
- How to Create a Email Campaign with Mailchimp
- Email Marketing Analytics

07

Copywriting

- How to Write Faster with Artificial Intelligence
- What is Copywriting?
- The "AIDA" Formula
- 11 Tips for Writing Magnetic Headlines
- How to Flip Features Into Benefits
- 5 Tips to Create an Irresistible Call to Action (CTA)
- How to Write Like Your Customers Talk

08

LinkedIn Marketing

- Linkedin Account Setup & Optimisation
- Linkedin Connections Hack
- Linkedin InMail Hack
- Linkedin Viral Posts
- Linkedin Blog Traffic
- Linkedin Groups
- Linkedin Company Page Setup

09

Facebook Marketing

- Why Market Your Business on Facebook?
- Facebook Page Setup
- Facebook Icon & Cover Image
- Facebook - What to Post?
- 8 Tactics To Get Your First Page Likes
- Secret Way to Boost Page Likes
- Facebook Competitions / Contests
- Facebook Groups
- Facebook Live
- Manage Multiple Facebook Pages
- Facebook Comments & Reviews
- Facebook Insights
- Solved: What's the difference between like/follows, fans/followers?

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Instagram Marketing

- Instagram Business Account Setup
- Follow These Instagram Accounts
- Instagram Profile Image
- Instagram Bio
- Instagram Content Creation
- Instagram Reposting
- Instagram Followers Hack
- Instagram Hashtags
- Instagram Stories
- Instagram @Mention Influencers
- Instagram Spam
- Shopping on Instagram (New Feature)

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Pinterest Marketing

- Why Market Your Business on Pinterest?
- Pinterest Account Setup
- Pinterest Accounts to Follow
- Pinterest Account Optimisation
- Pinterest Account Verification
- Pinterest Boards
- Pinterest Followers
- Pinterest Chrome Extension (Free)
- Pinterest Graphics

12

Quora Marketing

- Why Market Your Business on Quora?
- Quora Marketing Strategy
- Quora Account Setup
- Quora Account Optimisation
- Build a List of Questions to Answer
- Solved: Why is Quora hiding the question stats field?
- Format Your Answers for Maximum Clicks
- Quora Promotion
- Find Blog Post Ideas with Quora
- Quora Business Page Setup
- Quora Analytics

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Twitter Marketing

- Twitter Marketing - What You Will Learn?
- Twitter Profile Setup
- Twitter Profile Optimisation
- Twitter Features
- Twitter - What to Post?
- Twitter Followers
- Twitter Hashtags
- Twitter Polls
- Pinned Tweets
- Twitter Customer Acquisition
- Twitter @Mention Influencers
- Twitter on Your Website
- Twitter Analytics

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Youtube Marketing

- YouTube Marketing Overview
- How to Create a YouTube Channel (Personal or Brand)
- The Best YouTube Tool Ever Made
- How to Increase YouTube Subscribers by 400%
- YouTube Marketing - 3 Simple Strategies
- Video Gear - What I Use
- How To Record and Edit Your First YouTube Video
- How to Find Video Ideas with Competitor Analysis
- How To Find Video Ideas With Keyword Research
- How to Add Custom Thumbnails To Get More Views
- How to Make a YouTube Banner for Free
- How To Add YouTube Cards To Get More Views
- How to Add YouTube End Screens to Get More Views
- How to Use YouTube Comments to Get More Views
- How To Monetize Your YouTube Channel
- How to Use YouTube Analytics to Get More Views

15

Google Ads/Adwords

- Why Market Your Business with Google Ads?
- How Google Ads Works
- Analyze Your PPC Competition
- Google Ads Account Setup
- Select the Right Campaign Type
- Target Your Audience
- Determine Bids & Budgets
- Advanced Campaign Settings
- Choose Profitable Keywords
- Write Ads That Grab Attention

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Google AdSense

- Why Google AdSense
- Connecting AdSense to website
- How to monetize the website
- How it works

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Google Merchant Center

- Why Google merchant account
- Connecting merchant account to website
- How to display products in google
- How it works

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Google Analytics

- Introduction
- Google Analytics Glossary - Top 50 Terms
- Google Analytics Overview
- Google Analytics Demo Account
- How to Set Up Google Analytics & Install the Tracking Code On Your Website
- Update: How to Setup & Install Google Analytics 4 + Workaround
- How Google Analytics Works
- How to Add Backup Views
- How to Add Filters to Reporting Views
- How to Set Up Goals in Google Analytics
- How to Set Up Ecommerce Tracking in Google Analytics
- Main Tools for Analysis
- How to Analyse Real Time Reports
- How to Analyze Acquisition Reports
- How to Analyze Behaviour Reports
- How to Analyse with Segments
- How to Track Marketing Campaigns with Campaign Tagging
- Campaign Tagging Example
- How to Set Up Custom Dashboards for In-Depth Analysis
- How to Set Up Event Tracking in Google Analytics
- Goal Value: Rule of Thumb for Assigning Dollar Amounts
- How to Set Up Custom Alerts For Traffic Spikes/Drops
- How to Remove Spam Traffic from Google Analytics
- Use Machine Learning to Understand Your Data (Analytics Intelligence)
- How to Manage Multiple Google Analytics Accounts
- How to Link Google Adwords to Google Analytics

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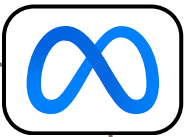
Facebook Ads/Meta Ads

- 7 Keys to Facebook Advertising Success
- Facebook Success Stories
- How to Set Up An Advertising Account
- Boost Posts vs. Ads Create Tool vs. Power Editor
- Key Ad Policies (Facebook & Instagram)
- Facebook Ad Structure
- Create Your First Ad – Choose a Campaign Objective
- Targeting by Location & Demographics
- Targeting By Interests
- Targeting By Behaviours & Connection
- Ad Placements
- Budgets
- Ad Creative
- Tips to Write a Winning Ad
- Place Ad Order
- Key Advertising Terms
- Ad Reporting
- How to View Your Billing Summary
- Facebook Pixel
- How to Install the Facebook Pixel for Apps
- Website Custom Audiences
- Email List Custom Audience
- Page Engagement Custom Audiences
- Video Views Custom Audience
- Lookalike Audiences
- Page Likes With Custom Audiences
- Video Ads
- Lead Ads
- Instagram Ads
- Dynamic Ads For Ecommerce
- Collection Ads for Ecommerce
- Canvas Ads
- Offer Claim Ads
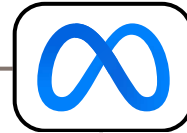
Continued...

- Local Awareness Ads - Updated
- Event Response Ads
- Power Editor
- Easy Split Testing with Power Editor
- Bulk Manage with Power Editor
- Business Manager
- Solved: Do I need to use Business Manager?
- Business Manager - Roles & Permissions
- Custom Conversions and Standard Events
- Facebook Marketing Partners (FMP's)
- How to Start a Facebook Ads Business

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Canva Basics to Essential Tools

- Text Tool Add and style text with different fonts and effects.
- Elements Use icons, shapes, and illustrations to enhance design.
- Backgrounds Set solid colors, gradients, or images as backgrounds.
- Templates Start with pre-made layouts for easy design.
- Uploads Import personal images or branding elements.
- Effects and Filters Apply effects to images for a unified look.
- Download Options Export designs in formats like PNG, JPG, or PDF.

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App Marketing

- App Store Market Research
- 43 Ways To Promote Your App
- Facebook Ads : App Install & Enggagement Ads
- Google Ads : App Install & Engagement Ads

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Conclusion

- You've Done It! ...12 Key Takeaways from This Course
- How to Get Your Certificate of Completion
- BONUS

KMU
LEARNING

Enroll today for

Digital Marketing

Mastering the essentials for success

45 Days **Hours**

Just for
~~₹ 45,000/-~~
₹ 9,999/-

Terms & Conditions Apply

Interested ?

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