



“

The Best Way
To Get Started Is To
QUIT TALKING And
BEGIN DOING.

”

LG

Digital Marketers

MAKE INDIA LEARN

Let's take steps Towards
Digital marketing With

LAVINA GOYAL

CAREER OPTIONS YOU CAN CHOOSE AFTER COMPLETION OF DIGITAL MARKETING COURSE



Social Media Analyst



PPC Analyst



Content Marketing Executive



Digital Marketing Executive



Online Reputation Executive



Freelance Digital Marketer



The Pessimist Sees
Difficulty In Every
OPPORTUNITY.

The Optimist Sees
OPPORTUNITY In
Every Difficulty.



BECOME A GOOGLE CERTIFIED PROFESSIONAL

*One Training Program
2 Certifications*

here is the details

● 1 Google Certification

To become Google Certified, you'll need to pass the Google Fundamental exam and one more Google exam. our institute will prepare and help you to clear all these exams-

● Google Analytics Certification

● Industry Recognized Certificate



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DIGITAL MARKETING OVERVIEW

- What is Marketing?
- What is Digital Marketing?
- Understanding Marketing Process?
- Why Digital Marketing?
- Wins Over Traditional Marketing ?
Understanding Digital Marketing Process
- Increasing Visibility
- What is visibility?
- Types of visibility
- Examples of visibility
- Visitors Engagement
- What is engagement?
- Why it is important?
- Examples of engagement
- Bringing Targeted Traffic
- Inbound
- Outbound
- Converting Traffic into Leads
- Types of Conversion
- Understanding Conversion Process Retention
- Why it is Important?
- Types of Retention
- Performance Evaluation
- Why it is Important?
- Tools Needed
- Difference between Marketing, advertisement, promotion, branding & sales.
- What is a digital marketing and what is traditional marketing?
- Methods of Digital Marketing.
- What are three Marketing strategy?
- Factors of Marketing.
- Why we should choose digital marketing?
- What is Google trends?
- What is a search engine and what are browsers?
- What is SERP?
- Types of SERP
Search Engine Process.

“

It's Not Whether You
Get Knocked Down,
It's Whether You

Get Up

”

SEARCH ENGINE OPTIMIZATION

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can and anything on the web
- On page optimization
- What are primary keywords, secondary keywords and tertiary keywords?
- Keywords optimization
- Content optimization & planning
- Understanding your audience for content planning
- What is the difference between keywords stuffing & keyword placement
- Internal linking
- Meta tags creation
- Creating Webpage in HTML
- Using google webmasters tool & website verification
- Sitemap creation & submission in website & webmasters
- How to write an optimized content
- How to write a content for article, blog and press release



SEARCH ENGINE OPTIMIZATION

- Off Page optimization
 - What is Domain Authority?
 - How to increase Domain Authority
 - What are back links?
 - Types back links
 - What is link building?
 - Types of link building
 - Do's and Dont's of link building
 - Link building strategies for your business
 - Easy link acquisition techniques
- Local SEO
 - Google places optimization
 - Classified submissions
 - Using H card
 - Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update
- How to recover your site from Panda, Penguin and EMD



APP STORE OPTIMIZATION

- What is the difference between ASO and SEO?
- Why App Store Optimization is important for app growth
- How do users find and download mobile apps?
- What are the benefits of App Store Optimization?
- How does App Store Optimization work?
- App Store Optimization for Google Play vs. App Store
- How is App Store Optimization done?
- First things first: Establish a Clear App Store Optimization strategy
- Pick the Right Name for your App
- Checklist for your app name or title
- Know how to do Keyword Research for your Mobile App
- How AI can help with Keyword Research
- Write your App Description
- Checklist for your app description:
- Get the right App Icon by A/B testing
- Checklist for App Icon A/B testing
- Prepare App Screenshots & Videos
- Checklist for your Screenshots & Videos
- App Listing and Localization
- Why is app localization important?
- App Ratings & Reviews
- How to get app reviews?
- App Store Optimization Tips and Tricks
- Know What Your Free Keywords Are
- Find your app niche and work your way up to the top
- Tracking App Performance
- Why is it important to track the performance of your mobile app



Failure Will Never
Overtake Me If My
Determination To
Succeed Is Strong
Enough



E-COMMERCE MARKETING

- What are the disadvantages of eCommerce?
- What are the benefits of eCommerce?
- How do I start a career in eCommerce?
- What skills do you need for e-commerce?
- What are the biggest e-commerce companies?
- What is the top 10 eCommerce sites?
- What is the number 1 eCommerce site?
- Why is eCommerce successful?
- What are the 3 types of e-commerce?
- What is the eCommerce marketing strategy?
- How do I market my eCommerce business?
- Is HubSpot good for eCommerce?
- Is Alibaba bigger than Amazon?
- How do you write an eCommerce marketing plan?
- How do you write a marketing plan example?
- What is eCommerce CRM?
- How do you push eCommerce sales?
- Where can I promote my eCommerce website?
- How does an eCommerce business work?
- How do I manage my eCommerce website?
- Why do you want to work for eCommerce?
- Why is my eCommerce site not selling?
- How do I become an eCommerce expert?
- What are the 4 general ways to increase sales?
- How do I prepare for an eCommerce interview?
- How do I start dropshipping?
- Is dropshipping a good way to make money?
- What is eCommerce?
- Top eCommerce websites around the world & it's a scenario in India
- What is ecommerce?



ECOMMERCE MARKETING

- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Integrating Woocommerce and setting up an ecommerce store on WordPress.
- Affiliate Marketing by promoting products which looks like an ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.

“To be successful and grow your business and revenue, you must match the way you market your products with the way your prospects learn about and shop for your products.”

“

We May **Encounter**
Many **Defeats** But
We Must Not Be
Defeated.

”

ONLINE MEDIA PRODUCTIONM

- How to Produce Online Media
- How to create banners for posting
- How to Use Photoshop tool for ad creation
- How to Use Different Softwares For Creating Media Content
- How to make rich video ads
- How to add Logos in Video
- How to use a different website to create banners.
- How to create a video ad.



WEBSITE PLANNING CREATION

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of web servers
- Different types of websites
 - Based on functionality
 - Based on purpose
- Planning & Conceptualising a Website
 - Booking a domain name & web hosting
 - Adding domain name to web Server
 - Adding webpages & content
 - Adding Plugins
- Building website using CMS in Class
 - Identifying objective of website
 - Deciding on number of pages required
 - Planning for engagement options
 - Creating blueprint of every webpage
 - Best & Worst Examples



Imagine Your Life Is
Perfect In Every
Respect; What Would
It Look Like?



ACCELERATE MOBILE PAGE

- What is AMP?
- Why is AMP important?
- Is AMP important for SEO?
- Myths About AMP?
- AMP for WordPress?
- Are there any downsides to AMP?
- Creating AMP pages for my website.
- What is the benefit of AMP?
- What types of sites and pages is AMP for?
- Our AMP pages are not showing up on Google Search.
- What should we do?
- Why should marketers care about AMP?

“

We **Generate** Fears
While We **Sit**. We
Overcome Them By
Action.

”

SOCIAL MEDIA OPTIMIZATION

- Why social media optimization is important?
- How do I optimize social media on Facebook?
- What is the difference between social media optimization and Social media marketing?
- How can I improve my SMO?
- How does social media optimization work?
- What is the difference between SEO and SMO?

“

Whether You **Think**
You Can Or Think
You Can't, **You're**
Right.

”

SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
 - Understanding Facebook marketing
 - Practical session 1
 - Creating Facebook page
 - Uploading contacts for invitation
 - Exercise on fan page wall posting
 - Increasing fans on fan page
 - How to do marketing on fan page (with examples)
 - Fan engagement
 - Important apps to do fan page marketing
 - Facebook advertising
 - Types of Facebook advertising
 - Best practices for Facebook advertising
 - Understanding Facebook best practices
 - Understanding edgerank and art of engagement
- Practical Session 2
 - Creating Facebook advertising campaign
 - Targeting in ad campaign
 - Payment module- CPC vs CPM vs CPA
 - Setting up conversion tracking
 - Using power editor tool for adv.
 - Advanced Facebook advertising using tools like Qwaya



SOCIAL MEDIA MARKETING

● LinkedIn Marketing

- What is LinkedIn?
- Understanding LinkedIn Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text

● Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for Twitter Marketing
- Twitter Advertising
- Twitter Cards

● Video Marketing

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using YouTube for business
- Developing YouTube video marketing Strategy
- Bringing visitors from YouTube videos to your website

“

The Man Who Has
Confidence In Himself
Gains The Confidence
Of Others.

”

LIVE CHAT / CHAT BOAT

- How do I get live chat?
- Is live chat a real person?
- Which is the best online chat?
- How do I deal with live chat support?
- Is live chat safe?
- Does live chat cost money?
- Is pure chat free?
- What is a perfect chat?
- What is chat now?
- How do I talk to customer service?
- How do you end a live chat?
- How can I chat effectively online?

“

The Only **Limit** To Our
Realization Of
Tomorrow Will Be Our
Doubts Of **Today**.

”

CONTENT MARKETING



- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing

BLOGGING

- Why Do I Need A Blog?
- What's The Best Blogging Platform?
- What Types Of Blog Posts Are There?
- How Often Should I Post To My Blog?
- How Do I Schedule My Blog Content?
- How Do I Consistently Come Up With Ideas For New Posts?
- How Do I Write An Effective Headline?
- How Long Should My Posts Be?
- What Are The Benefits Of Using Images In Posts?
- How Do I Optimize My Blog Posts For Search Engines?
- How Can I Promote Each Blog Post?
- How Can I Engage And Grow My Blog Community?
- How Can I Make Money Blogging?
- How Do I Convert Blog Visitors Into Potential Customers?
- How Do I Analyze My Blog's Performance?



“

What You Lack In
Talent Can Be Made
Up With **Desire**, Hustle
And **Giving 110%**
All The Time.

”

COPYWRITING

- What exactly does a copywriter do?
- How do I become a copywriter?
- What are examples of copywriting?
- Is copywriting a good career?

“

Do What **You Can**
With All **You Have**,
Wherever **You Are**.

”

TRACKING AND ANALYTICS

- How do I track analytics?
- What data is unable to track analytics?
- Where can you check the status of your tracking code?
- How do I track a transaction in Google Analytics?
- How do I track social media analytics?
- How do I track users on my website?
- What can I track with Google Analytics?
- How do I set up conversion tracking?
- What is a web analytics tool?
- What are the two main types of web analytics?
- Which is the best analytics tool?

“

Develop An '**Attitude Of Gratitude**'. Say Thank You To Everyone You Meet For Everything They Do For You.

”

GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google Analytics works
- Understanding Google Analytics account structure
- Understanding Google Analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google Analytics
- Starting with Google Analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate AdWords and Analytics account
- Benefits of integrating AdWords & Analytics
- Measuring performance of marketing campaigns via Google Analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

“

You Are Never **Too Old**
To Set Another **Goal**
Or To Dream A
New Dream.

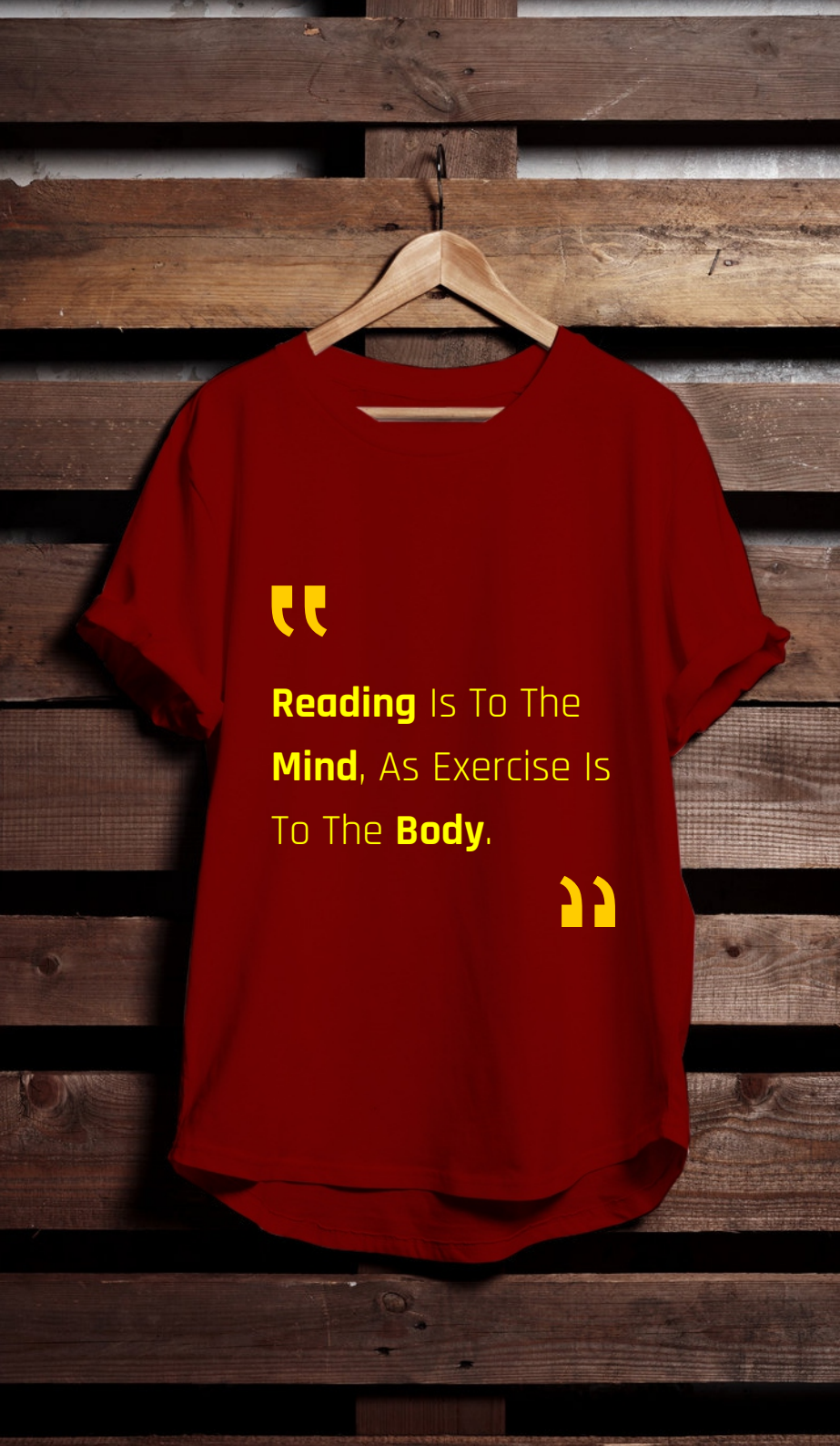
”

EMAIL MARKETING

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

“Personalisation – It’s not about first or last name. It’s all about relevant content.”





RSS FEEDS

- How do I get an RSS feed?
- What is an RSS feed and how does it work?
- Are RSS feeds still used?
- What are the best RSS feeds?
- Is an RSS feed free?
- How do I manage RSS feeds?
- Does Google have an RSS reader?
- How can I get a free RSS feed?
- Is an RSS feed free?
- What is the RSS feed example?

MOBILE WEB MARKETING

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
 - Targeting ads on Apps
 - Targeting ads via location
 - Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile marketing mix
- SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS





LANDING PAGE MARKETING

- What is a landing page and how does it work?
- What should be on a landing page?
- What is the landing page called?
- What's the difference between the landing page and website?
- How do I create a free landing page?
- How much does a landing page cost?
- How do I link a website to my landing page?
- Are landing pages bad for SEO?
- What is a landing page URL?
- What happens when you publish a landing page on Mailchimp?
- What is the best free landing page builder?
- Can I create a landing page on Mailchimp?
- What is a landing page in email marketing?
- What is the best landing page builder?
- Does MailerLite have landing pages?
- Are MailChimp landing pages good?
- How do you create a good landing page?
- What makes a landing page convert?
- How do I create a free landing page for affiliate marketing?

MAKING MONEY VIA ADSENSE

- What is AdSense?
- How to get approved for AdSense?
- Cool trick to get AdSense approval by Google Using your AdSense account interface Placing ads on your blog. Creating blogs with our FREE theme Then we will share 1 secret method Through which you will make money with AdSense

“

For Every Reason It's
Not Possible, There
Are Hundreds Of
People Who Have
Faced The Same
Circumstances And
Succeeded.

”

AFFILIATED MARKETING

- What is affeliate marketing?
- 3 A's of affeliate marketing
- How people make millions of dollar in affeliate marketing?
- Affeliate marketing history
- Changes in affeliate marketing industry over the year
- Affeliate marketing scenario in India
- How to be a super affeliate?
- Different ways to do affeliate marketing
- Affeliate marketing secrets
- How your trainer makes money in affeliate marketing?
- Live examples of how people are making money as an affeliate
- Getting your started as an affeliate
- Getting you approved as an affeliate from India's top affeliate agencies
- Some of the top affeliate network in the world
- How to get approved as an affeliate by world's top affeliate company-commission
- junction www.cj.com
- Trainers shares his secrets of affeliate marketing
- Story telling- trainer shows his live example of how he is making money these days as an affeliate

“

Things **Work Out** Best
For Those Who Make
The **Best Of** How
Things Work Out.

”

SEARCH ENGINE MARKETING

GOOGLE ADWORDS

- Google AdWords Overview
 - Understanding inorganic search results
 - Introduction to Google AdWords & PPC advertising
 - Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google AdWords account
 - Understanding Adwords account structure
 - Campaigns, Adgroups, Ads, Keywords, etc
 - Types of Advertising campaigns- Search, Display, Shopping & video
 - Difference between search & display campaign
- Understanding AdWords Algorithm
 - How does AdWords rank ads
 - Understanding AdWords algorithm (adrank) in detail with examples
 - What is quality score
 - Why quality score is important
 - What is CTR?
 - Why CTR is important?
 - Understanding bids
- Creating Search Campaigns
 - Types of Search Campaigns - Standard,
 - All features, dynamic search & product listing
 - Google merchant center.
 - Creating our 1st search campaign
 - Doing campaign level settings
 - Understanding location targeting





“

I Think **Goals** Should
Never Be **Easy**, They
Should Force You To
Work, Even If They Are
Uncomfortable At
The Time.

”

SEARCH ENGINE MARKETING GOOGLE ADWORDS

- Understanding different types of bid strategy
 - Manual
 - Auto
- Advanced level bid strategies
 - Enhanced CPC
 - CPA
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options using tools
- Creating adgroups using tool
- Understanding keyword
 - Finding relevant keywords
 - Adding keywords in ad-group
 - Using keyword planner tool
 - Understanding types of keywords
 - Broad, Phrase, exact, synonym & negative
 - Examples of types of keywords
 - Pros and cons of dif. types of keywords
- Creating ads
 - Understanding ad metrics
 - Display & destination URL
 - How to write a compelling ad copy
 - Best & worst examples of ads
- Creating ads
- Tracking Performance/Conversion
 - What is conversion tracking?
 - Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
 - How to optimize campaigns at the time of creation?
 - Optimizing campaign via adgroups
 - Importance of CTR in optimization
 - How to increase CTR
 - Importance of quality score in optimization
 - How to increase quality score
 - Importance of negative keywords in optimization
 - Evaluating campaign stats
 - Optimizing with conversion report
 - Optimizing with keywords
 - Optimizing performing keywords
 - Optimizing non performing keywords
 - How to decrease CPC Analyzing your competitors performance
- Creating Display Campaign
 - Types of display campaigns All features, Mobile app, Remarketing, Engagement
 - Creating 1st display campaign
 - Difference in search & display campaign settings
 - Doing campaign level settings
 - Understanding CPM bid strategy
 - Advance settings
 - Ad-scheduling
 - Ad-delivery
 - Understanding ads placement
 - Creating diff. adgroups

APPLICATION STORE MARKETING

- How do you do marketing applications?
- Where can I promote my app?
- What do you mean by App marketing?
- How do I increase my visibility on the App Store?
- How do I optimize keywords in the app store?
- How many keywords can you have in the app store?
- How do you rank for keywords in app listing?
- What is Subtitle in the App Store?
- How does the app store search work?
- How do mobile apps do SEO?
- How do I increase my ranking on the Google Play store?
- How do you rank an app?
- How do you optimize an app?
- How do I get more downloads?
- How do I increase app downloads?
- How many app downloads do you need to make money?
- How much money does an app with 1 million downloads make?
- How much does it cost to put an app on the Play Store?

“

One Of The **Lessons**
That I **Grew** Up With
Was To Always **Stay**
True To Yourself And
Never Let What
Somebody Else Says
Distract You From
Your Goals.

”

ONLINE REPUTATION MANAGEMENT

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- 10 Online reputation management Commandments
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

“

Today's
Accomplishments
Were Yesterday's
Impossibilities.

”

PUBLIC RELATIONS CONTENT

- What is the PR content?
- What is the role of content in public relations?
- What are examples of public relations?
- What is included in a PR strategy?
- How do you maintain public relations?
- Why do public relations?
- Why do we need public relations?
- What are the tools of public relations?
- Is PR content marketing?
- How do you write PR content?

“

The Only Way To Do
Great Work Is To Love
What **You Do**. If You
Haven't Found It Yet,
Keep Looking.

Don't Settle.

”

ONLINE DISPLAY ADVERTISING

- What is Online Advertising?
- Types of Online Advertising
- Display Advertising
 - Banner ads
 - Rich Media ads
 - Pop ups and Pop under ads
- Contextual advertising
 - In Text ads
 - In Image ads
 - In video ads
 - In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various
- Different Online advertising platforms
- Creating Banner Ads Using Tools

“

You Don't Have To Be
Great To Start, But
You Have To **Start** To
Be Great.

”

QUORA MARKETING

- What is Quora used for?
- Is Quora a good platform?
- What does Quora mean?
- How do I get traffic on Quora?
- Is Quora safe?
- How can I increase my followers on Quora?
- How do I become popular on Quora?
- How can I increase my followers on Instagram Quora?
- How do I follow someone on Quora?
- What happens when you follow someone on Quora?
- How do I find someone on Quora?
- How do I unfollow someone on Quora?



“

A **Clear Vision**, Backed
By **Definite Plans**, Gives
You A Tremendous
Feeling Of **Confidence**
And Personal **Power**.

”

GUERRILLA MARKETING

- What is an example of guerrilla marketing?
- Why is it called guerrilla marketing?
- Is guerilla marketing illegal?
- How effective is guerilla marketing?
- What companies use guerilla marketing?
- What does guerilla marketing mean?
- Why does Coca Cola use guerilla marketing?
- Is guerilla marketing expensive?
- What does guerilla mean?
- Is guerilla positive or negative?
- Who first used guerrilla warfare?
- What are the guerrilla bands?
- What is a guerilla leader?
- What does guerilla warfare mean?
- Is guerrilla warfare legal?

“

There Are **No Limits**
To What You Can
Accomplish, Except
The Limits You Place
On Your **Own Thinking**.

”

INBOUND MARKETING

- What is meant by inbound marketing?
- What are examples of inbound marketing?
- Does inbound marketing work?
- What are the five inbound principles?
- What companies use inbound marketing?
- What is the inbound process?
- How do you do inbound marketing?
- What is an inbound call?
- How do you get inbound leads?
- What are the four stages of the inbound methodology?
- What are the fundamentals of an inbound business?
- What are the benefits of inbound marketing?
- Is email marketing inbound or outbound?
- What are inbound messages?
- Why is goal setting important to inbound marketing?
- What is the buyer's journey?
- What is inbound closing?
- What means inbound?
- What is inbound SMTP?
- What is inbound email in Salesforce?
- What is an inbound salesman?
- How can I sell my phone Inbound?
- How can I become closer?
- What are inbound leads?
- What is an inbound specialist?
- What is inbound prospecting?
- What is inbound traffic?
- What are inbound tour operators?

“

Integrity Is The Most Valuable And Respected **Quality** Of **Leadership**. Always Keep Your Word.

”



“

Leadership Is The
Ability To Get
Extraordinary
Achievement From
Ordinary People.

”

OUTBOUND MARKETING

- What Is Outbound Marketing?
- What does outbound marketing mean?
- Types of Outbound Marketing Channels
- Inbound Vs. Outbound Marketing
- How to Create an Outbound Marketing Strategy?
- Top 5 Outbound Marketing Best Practices
- What is the difference between inbound marketing and outbound marketing?
- Is PR inbound or outbound marketing?
- Why is outbound marketing effective?
- How do you do outbound marketing?
- What are the advantages and disadvantages of outbound marketing?
- What does outbound travel mean?
- What is inbound and outbound ports?
- What are inbound and outbound rules?
- How do I find my inbound and outbound ports?
- Is port 80 inbound or outbound?

PULL MARKETING

- What is Pull Marketing
- Who uses Pull Marketing
- Pull Marketing Channel
- What is an example of pull marketing?
- What is pull-through marketing?
- What is the difference between push and pull marketing?
- What are the 5 marketing strategies?
- Careers in Pull Marketing



NATIVE ADVERTISING

- What is native advertising example?
- What does Native mean in advertising?
- How do you identify native advertising?
- Is Native advertising legal?
- Is Native advertising effective?
- Which Ads are Native?
- How do Native Ads Work?
- How much do native ads cost?
- Is Native advertising considered marketing?
- Is Native advertising ethical?
- Why Native advertising is bad?
- How do Native ads make money?
- Why is native advertising successful?
- Why Is Native Advertising So Controversial?
- Native Advertising Channels
- Who Benefits From Native Advertising?
- Native Tips and Tricks



Clarity Is The Key To
Effective **Leadership**.
What Are Your **Goals**?



INFLUENCER MARKETING

- What is influencer marketing?
- What's the Difference Between Word-of-Mouth Marketing and Influencer Marketing?
- Is Advocate Marketing the Same as Influencer Marketing?
- Why is influencer marketing important?
- How does influencer marketing work?
- What you need to know about Influencer Marketing?
- How to get started What is an influencer marketing platform?
- What are the misconceptions about influencer marketing?
- How influencer marketing drives ROI
- How influencer marketing agencies make money
- What are the Key Components of Influencer Marketing?

“

The Best **Leaders**
Have A High
Consideration Factor.
They Really Care
About Their People.

”

AUGMENTED MARKETING

- Augmented Marketing What is AR advertising?
- What are some good examples of augmented reality?
- How do you create augmented reality?
- How to view augmented reality?
- How is AR used for marketing?
- Does Augmented Reality increase sales?
- What is AR content?
- Why is augmented reality a good choice?
- How is augmented reality going to improve marketing experiences?
- How can businesses use augmented reality?
- What are the four major applications of augmented reality?
- 5 ways to use Augmented Reality in your marketing strategy
- What is an augmented reality agency?
- What is augmented reality SEO?
- What can augmented reality do?
- How big is the augmented reality market?
- How does augmented reality work?
- What is the difference between augmented reality and virtual reality?
- What are the benefits of augmented reality?
- What is needed for augmented reality?
- Are snapchat filters augmented reality?
- How augmented reality glasses work?

“

Leaders Think And
Talk About The
Solutions. Followers
Think And Talk About
The Problems.

”

VIRAL MARKETING

- What is viral marketing?
- What is viral marketing example?
- Is viral marketing part of digital marketing?
- What are the types of viral marketing?
- How do brands go viral?
- How do companies use viral marketing?
- What is viral branding?
- How do I make my brand stand out?
- What would you go viral for on the Internet?
- How a Viral Campaign Works



“

The Key Responsibility
Of **Leadership** Is To
Think About The **Future**.
No One Else Can Do It
For You.

”

TELEVISION ADVERTISING

- Using TV in Your Digital Marketing Strategy for the Ultimate Win
- Know that it's a numbers game
- Redefine your target market and assets
- Get your message just right
- Test and tweak, then test and tweak
- Pay for productionSet your mousetrap
- What type of marketing is TV advertising?
- What are the benefits of TV advertising?
- What are the types of TV advertising?
- What is advertising in digital marketing?
- Is TV advertising still e ective?

“

The Effective **Leader**
Recognizes That They
Are More **Dependent**
On Their People Than
They Are On Them.
Walk Softly.

”

RADIO ADVERTISING

- What is digital radio advertising?
- What are the three types of radio advertising?
- Is radio a good way to advertise?
- What type of marketing is radio?
- Does radio advertising still work?
- How much does a 15 second radio ad cost?
- Why are radio ads so bad?
- What are the disadvantages of radio advertising?
- How much does radio ads cost?
- What is the most popular form of marketing?
- How do radio shows make money?
- How can I promote my radio station?

“

Leaders Never Use
The Word **Failure**.
They Look Upon
Setbacks As Learning
Experiences.

”

WIKIPEDIA ACCOUNT CREATION

- How do you create a Wikipedia account?
- Is a Wikipedia account free?
- Do Wikipedia writers get paid?
- How much does it cost to get a Wikipedia page?
- How does a person get listed on Wikipedia?
- How do you publish edits made on an existing entry on Wikipedia org?
- How famous do you have to be to get a Wikipedia page?
- Can anyone have a Wikipedia?

“

Practice Golden Rule
Management In
Everything You Do.
Manage Others The
Way You Would Like
To Be Managed.

”

VIDEO CREATION TOOLS AND EDITING

- What are the tools for video editing?
- What do most YouTubers use to edit their videos?
- How do I make and edit a video?
- Which software is best for video editing?
- What are the two types of editing?
- What are the steps of editing?
- What is the difference between editing and copy editing?
- What are editing skills?
- What are the 7 steps of the writing process?
- What are the different levels of editing?

“

Superior **Leaders** Are Willing To Admit A **Mistake** And Cut Their Losses. Be **Willing** To Admit That You've Changed Your Mind. Don't Persist When The Original Decision Turns Out To Be A Poor One.

”

VIDEO MARKETING

- What is a video marketing strategy?
- What is video based marketing?
- What are the types of video marketing?
- How do I get into video marketing?
- Why are videos good for marketing?
- How do I make a good video content?
- What is meant by content marketing?
- How many types of video are there?
- What types of videos get the most views?
- Are videos effective marketing?
- Why are videos so important?
- Why are video ads more effective?
- Is video better than text?
- Do video ads cost more on Facebook?
- What makes a good advertising video?
- How do you make a video high quality?
- What are video ads called?
- Where can I advertise a video?
- How do you get free YouTube views?
- How do you advertise a product?
- How do I market my video on social media?
- Can I watch my own YouTube video to get 4000 watch hours?
- How do you get 1000 subscribers on YouTube in a day?
- Does Rewatching a YouTube video count as a view?



Leaders Are
Anticipatory Thinkers.
They Consider All
Consequences Of Their
Behaviors Before
They Act.



PODCASTING

- How do start a podcast?
- What is the purpose of a podcast?
- How much money can a podcaster make?
- What exactly is a podcast?
- Is YouTube a podcast?
- What is an example of a podcast?
- Who is the richest YouTuber?
- Why do YouTubers do podcasts?
- Can podcasts be videos?
- Do podcasts make money?
- Which is the best podcast app?
- Should I do a podcast?
- Does everyone have a podcast?
- Can I start a podcast with my phone?
- What equipment is needed for podcasting?
- Is podcasting free?
- How do you start a podcast interview?
- What's the difference between a vlog and a podcast?
- Should I start a blog or a podcast?
- What pays more YouTube or podcast?
- What are video podcasts called?
- What is the #1 podcast in the world?
- Are podcasts video or just audio?
- What are the best free podcasts?
- What podcasts are trending?

“

The True Test Of
Leadership Is How
Well You **Function**
In A Crisis.

”



“

Leaders **Concentrate**
Single-Mindedly On
One Thing- The Most
Important Thing, And
They Stay At It Until
It's **Complete.**

”

PODCASTING

- How do I get podcasts for free?
- What types of podcasts are most popular?
- Is Ted talk a podcast?
- What makes a successful podcast?
- What are the best podcasts 2020?
- What are the elements of a podcast?
- What is the most successful podcast?
- How do you entertain a podcast?
- How long should podcasts be?
- What do you say in a podcast?
- What should I talk about on my first podcast?
- What is the best day to launch a podcast?
- What questions do you ask on a podcast?
- How often should you record a podcast?
- How long should my first podcast be?
- How long is a podcast interview?
- Are podcasts always live?
- Can a podcast be 10 minutes?
- How many words is a 30 minute podcast?
- How many pages is 2000 words?
- Are podcasts scripted?
- How do you end a podcast?
- What is a scripted podcast?

BRAND JOURNALISM

- What is an example of journalism?
- How do I brand myself as a journalist?
- What is culture branding?
- Which of the following traits are essential when producing brand journalism content?
- What does convergence mean in journalism?
- What is an example of convergence?
- What is convergence and its types?
- What three elements are needed for convergence?
- What does media convergence mean?
- What are the advantages of media convergence?
- What is one benefit of time-shifting?
- How does media convergence affect everyday life?
- What are the types of media convergence?



CREATING A MARKETING STRATEGY

- Who is your ideal customer?
- What core problem do you solve for ideal customers?
- Who are your primary competitors?
- What is your primary competitive advantage?
- What is your maximum cost to acquire a new customer?
- How many new customers you can handle per month?
- How do you ensure prompt follow-up on sales inquiries?
- What target keywords do you want to rank in Google?
- How do you measure marketing investments?
- Know Different marketing Strategy



Respect Is The Key
Determinant Of
**High-Performance
Leadership.** How
Much People Respect
You Determines How
Well They Perform.



FUNNEL BUILDING

- How do you make a funnel?
- What is a funnel in business?
- How do I become a funnel builder?
- What is the best funnel builder?
- What can I use instead of a funnel?
- How can I learn the sales funnel?
- How do funnels make money?
- How do you build a marketing funnel?
- What are the Klaviyo sales funnel?
- How do you make a funnel for free?
- How much does a funnel cost?
- What does click funnel do?
- Why have a sales funnel?
- What do a good sales funnel look like?
- What are the stages of the sales funnel?
- What is a good funnel conversion rate?
- What is Facebook funnel?
- How many touches does it take to turn a lead?
- What's better than Click Funnels?
- Can you make money with ClickFunnels?
- Are ClickFunnels worth it?
- How much does it cost to build a sales funnel?
- What is a funnel strategy?
- What is a Shopify funnel?
- Is click funnel free?
- How do I make a Facebook funnel that converts?



ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

- What is artificial intelligence in digital marketing?
- How AI is used in digital marketing?
- How AI is reshaping marketing?
- Will AI take over digital marketing?
- Is AI digital technology?
- How do you use AI in business?
- How is AI used in advertising?
- Will digital marketing be automated?
- Why do companies use AI?

“

Entrepreneurial

Leadership Requires
The **Ability** To Move
Quickly When

Opportunity Presents
Itself.

”

CRM

- What is CRM?
- Why businesses choose CRM system?
- Who uses a CRM system?
- Key features of CRM system
- Implementing CRM - the best practices
- What does a CRM system do?
- What is CRM in business?
- What are the top 5 CRM systems?
- What is CRM with example?
- Who needs CRM?
- What is CRM model?
- How important is CRM?
- What are the types of CRM?
- Is CRM a software?
- What companies use CRM?
- Is Act a good CRM?
- What are key features of a CRM system?
- What makes a good CRM?
- Is a CRM a database?
- What are the 2 types of CRM?
- What is CRM life cycle?
- What is CRM notes?
- What is the best CRM for small business?
- ZOHO CRM



LEAD GENERATION FOR BUSINESS

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing



Leaders Are Never
Satisfied; They
Continually **Strive**
To Be **Better.**



SALE HIGH TICKET CLOSING

- What is high ticket closing?
- How do you get high ticket closer?
- How much does a high ticket Closer make?
- How can I be a good closer?
- What do sales closers do?
- What are high ticket sales?
- What's a inbound closer?
- What is a high ticket program?
- What is a high ticket affiliate marketing?
- How do you get a high ticket offer?
- How do I sell a high ticket offer?
- What are some big ticket items?
- What is a high ticket program?
- What is a high ticket affiliate marketing?
- How do you get a high ticket offer?
- How do I sell a high ticket offer?
- What are some big ticket items?

“

The Pessimist Sees
Difficulty In Every
OPPORTUNITY.

The Optimist Sees
OPPORTUNITY In
Every Difficulty.

”

ENTREPRENEURSHIP

- What are the 4 types of entrepreneurship?
- What is the best definition of entrepreneurship?
- What are 5 characteristics of an entrepreneur?
- What is entrepreneurship with example?
- What are the 7 characteristics of entrepreneurs?
- What are the major types of entrepreneurs?
- What are the key concepts of entrepreneurship?
- What is difference between entrepreneur and entrepreneurship?
- Why do people become entrepreneurs?
- What are the 10 qualities of a good entrepreneur?
- Who are the most famous entrepreneurs?
- What are the secrets of successful entrepreneurs?
- What are the benefits of entrepreneurship?
- How can I become an entrepreneur?
- What are the 12 characteristics of successful entrepreneurs?
- What are the 3 important skills of a successful entrepreneur?
- What skills does an entrepreneur need?
- How do you spot an entrepreneur?
- What are the 2 types of an entrepreneur?
- What are the 5 types of entrepreneurship?
- What are the 3 types of entrepreneurs?
- What are the disadvantages of entrepreneurship?
- Who is innovating entrepreneur?
- How can I be an entrepreneur with no money?

“

Don't Let

YESTERDAY Take Up

Too Much Of

TODAY

”

ENTREPRENEURSHIP

- What are the six key concepts in entrepreneurship?
- How do you explain entrepreneurship?
- Why do some persons but not others choose to become entrepreneurs?
- Is an entrepreneur a good career?
- What are the three primary reasons people become entrepreneurs?
- What are the qualities of successful entrepreneurs?
- What is the greatest single secret to entrepreneurial success?
- Can I be a successful entrepreneur?
- What are the best weapon to make an entrepreneur successful?
- What is the benefits of entrepreneurship to yourself?
- What are five disadvantages of entrepreneurship?
- What do entrepreneurs do daily?
- What is the starting salary for an entrepreneur?
- How do I start a startup with no money?
- What are the pecs of a successful entrepreneur?
- Is money the key to entrepreneurial success?



PUBLIC SPEAKING

- What are the 9 elements of public speaking?
- What is public speaking?
- What are the 5 P's of public speaking?
- What are the 4 types of public speaking?
- What are the 7 benefits of public speaking?
- What are the 25 public speaking skills?
- What are the qualities of a good speaker?
- What are the tips for public speaking?
- How can I be a confident public speaker?
- What are the three types of speaking?
- What are the types of speaking skills?
- What are the factors of public speaking?
- What are the 4 requirements for a speech introduction?
- How can I practice public speaking at home?
- How can you improve your speaking style?
- What are the five common reasons for speakers nervousness?
- What are 5 tips for giving a professional presentation?

“

The Best Way
To Get Started Is To
QUIT TALKING And
BEGIN DOING.

”

STARTUP GUIDE

- How do I start my own startup?
- What are the basic startup problems?
- What are the stages of a startup?
- What kind of startup should I start?
- How do I start a startup with no money?
- How do I get a startup certificate?
- Why do most startups fail?
- What is the number one reason startups fail?
- How long does it take for a startup to become profitable?
- What percent of startups are successful?





DIGITAL MARKETING TERMINOLOGIES

PLUG IN TOOLS ONLINE TOOLS LINKS

FACING DIGITAL MARKETING INTERVIEW

PERK YOU WILL GET

01 WEBSITE CREATION

WordPress
Gloomaps
WooCommerce

02 SEM

Google Ads
Google Keyword
Planner

03 WEB ANALYTICS

Google Analytics

04 E-COMMERCE MANAGEMENT

Shopify
Amazon

05 EMAIL MARKETING

Mail chimp

06 SEO

Moz
Uber Suggest

07 SOCIAL MEDIA MARKETING

FB & Instagram manager
Creator Studio
LinkedIn Ads
Twitter Ads

08 AFFILIATE MARKETING

Flipkart Affiliate Program
Amazon Affiliate Program

09 INFLUENCER MARKETING

Chatterbox

10 ONLINE REPUTATION MANAGEMENT

Konnect Insights
Awario

11 DESIGN ESSENTIAL

Canva
Freepik

12 BLOGGING

Blogger



PERK YOU WILL GET

13 PRESENTATION
SKILLS

14 POWERPOINT

15 MEETING
ATTICATES

16 MS-EXCEL

17 SALES TRAINING

18 LEADERSHIP &
MANAGEMENT

19 INTERVIEW
MOCKS

20 EMAIL
ATTICATES

“Also life time support free internship,
live projects,case study”

“

Do What **You Can**
With All **You Have**,
Wherever **You Are**.

”

OUR STUDENTS



ASTROLOGER



BUSINESS OWNERS



JOB SEEKERS



SALES EXECUTIVE



MARKETING MANAGERS



SCHOOL GOING STUDENTS



GRADUATES/
POST GRADUATES



FACULTIES



“

Develop An '**Attitude Of Gratitude**'. Say Thank You To Everyone You Meet For Everything They Do For You.

”

MAKE INDIA DIGITAL



“

Don't Let

YESTERDAY Take Up

Too Much Of

TODAY

”



VISIT US ON
OUR WEBSITE



RATE & REVIEW US
ON GOOGLE



DIRECT
DM US

 [lavinagoyaldigital](#)

 [lavinagoyaldigital](#)

 [lavina-goyal-digitalmarketer-trainer/](#)

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