

ABOUT MAMAJEED-DIGITALMARKETING TRAINER, COACH AND AUTHOUR



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NEW BATCH OF DIGITAL MARKETING - Online Class Registration Form - BATCH OF JULY-2024 (Evening Batch)

Class Title: Digital Marketing Level-1 Course - An Interactive Session through Online Presentation

Day and Date: Every Day (One Month Course).

Time : Between 9:00 P.M. to 11:00 P.M.

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Speakers / Trainer / Coach / Faculty / Teacher's Introduction

Welcome to the Digital Marketing Course!

Hi, I am Mohammed Abdul Majeed, your dedicated digital marketing trainer and coach. I am thrilled to have you join us on this exciting journey into the dynamic world of digital marketing.

Since 2002, I have been deeply immersed in the digital landscape, designing websites and managing online platforms. Through my ventures, [IQRASOFT](#) and [ADSMANAGER](#), I have honed my skills and gained invaluable insights into the ever-evolving world of digital marketing. These experiences have equipped me with the knowledge and expertise to guide you through the intricacies of this field.

Over the years, I have had the privilege of working with a diverse range of clients and industries, helping them achieve their digital marketing goals. My passion for teaching and coaching led me to write the book, "Learn Digital Marketing and Earn Smart Way," which is available on Amazon. This book is a comprehensive guide to mastering digital marketing, and I am excited to share the knowledge and strategies from it with you during this course.

In this course, you can expect to dive deep into essential digital marketing concepts, strategies, and tools. Whether you are looking to enhance your skills, boost your business, or embark on a new career path, this course is designed to provide you with the practical knowledge and hands-on experience you need to succeed.

Here's a brief overview of what we will cover:

1. **Digital Marketing Fundamentals:** Understanding the core principles of digital marketing and its importance in today's business environment.
2. **Website Development and Optimization:** Learning the essentials of creating, managing, and optimizing websites to enhance user experience and drive traffic.

3. **Search Engine Optimization (SEO):** Mastering the techniques to improve website visibility and ranking on search engines.
4. **Content Marketing:** Developing strategies to create and distribute valuable, relevant, and consistent content to attract and engage your target audience.
5. **Social Media Marketing:** Leveraging social media platforms to build brand awareness, engage with your audience, and drive conversions.
6. **Pay-Per-Click (PPC) Advertising:** Understanding the mechanics of PPC campaigns and how to effectively manage and optimize them for maximum ROI.
7. **Email Marketing:** Crafting impactful email campaigns to nurture leads and retain customers.
8. **Analytics and Reporting:** Utilizing analytical tools to measure performance, gain insights, and make data-driven decisions.

Throughout this course, you will have access to a wealth of resources, including hands-on projects, real-world case studies, and interactive discussions. My goal is to ensure that you not only grasp the theoretical aspects but also gain practical skills that you can apply immediately.

I am committed to your success and will be here to support you every step of the way. Feel free to reach out with any questions, concerns, or feedback. Let's make this learning journey both informative and enjoyable.

Welcome once again, and let's get started on transforming your digital marketing expertise!

Best regards, Mohammed Abdul Majeed



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