



# How to Learn Digital Marketing Online

By: MA MAHEED, DIGITAL MARKETING EXPERT TRAINER AND COACH



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## 50 MODULES OF DIGITAL TRAINING

[HTTPS://WWW.ADSMANAGER.COM/DIGITAL-MARKETING-3-MONTHS-COURSE/](https://www.adsmanager.com/digital-marketing-3-months-course/)

1. Module 2: Social Media Overview
2. Module 1: Digital Marketing Overview
3. Module 3: Graphic Designing & Video Editing Using Canva Pro
4. Module 4: Facebook Mastery
5. Module 5: Instagram Mastery
6. Module 6: X Mastery (Previously Twitter Mastery)
7. Module 7: LinkedIn Mastery
8. Module 8: Search Engine Marketing (PPC)
9. Module 9: Online Display Advertising
10. Module 10: Mobile Advertising

### Digital Marketing Overview

This course module from one of the leading Digital Marketing Training Institute in Pune will introduce the trainees to the field of Digital Marketing. You will get to know about the scope of Digital Marketing in terms of the multiple career options, growth prospects, present and future opportunities etc. This module will set you up for the further concepts and advanced topics in the course.

<b>What is Marketing?How We Do Marketing?What is Digital Marketing?Digital Marketing Platforms and StrategiesDigital Marketing Vs Traditional Marketing</b>	<b>Inbound Marketing Vs Outbound MarketingDefining Marketing GoalsLatest Digital Advertising TrendsHow AI is Shaping The Future of Digital MarketingCase Studies of Digital Campaigns</b>
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1. Module 11: Youtube Advertising
2. Module 12: Google Shopping Advertising
3. Module 13: Performance Marketing Course Syllabus
4. Module 14: Website Design And Development
5. Module 15: Ecommerce Marketing
6. Module 16: Remarketing
7. Module 17: Conversion
8. Module 18: Search Engine Optimization (SEO)
9. Module 19: Link Building / Backlinking
10. Module 20: Local SEO (Google My Business)

### Youtube Advertising

Undergoing this module will help the trainees get acquainted with the tips, tricks, and techniques for YouTube ranking. Also, get an insight into monetizing ads on YouTube videos.

<b>Importance of Video MarketingCreate a Video CampaignLocation TargetingBidding StrategiesCreating Targeting GroupsTargeting Options in Video Ads</b>	<b>Types of Ad FormatsMeasuring the Results of CampaignFinding Perfect Target Audience For Google Video Ads Using AICreating Google Video Ad Copies Using AIDeveloping Google Video Ads Conversion Rate Strategies Using AI</b>
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1. Module 21: Google Search Console
2. Module 22: Google Analytics (GA4)
3. Module 23: Youtube Creator Journey

205, " Highway Plaza", H.NO. 8-4-120/1/2,Milan Colony, Bandlaguda Main Road Beside Tata Motors Showroom, Chandrayangutta, Hyderabad, 500005.T.S.INDIA.  
LAND LINE PHONE AND FAX +91 040 24442211, YOU CAN VISIT OUR WEBSITE AT WEBSITE: [WWW.DIGITALMARKETINGACADEMY.LIVE](http://WWW.DIGITALMARKETINGACADEMY.LIVE) Email= [info@adsmanager.com](mailto:info@adsmanager.com)



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4. Module 24: Google AdSense
5. Module 25: Affiliate Marketing
6. Module 26: Content Marketing
7. Module 27: Email Marketing
8. Module 28: Personal Branding Using Digital Marketing
9. Module 29: Whatsapp Marketing
10. Module 30: Freelancing

## Google Search Console

Get real time knowledge of how to measure a site’s search traffic, performance, and fix the necessary issues using Search Console’s reports and tools respectively. It will be useful to make the site shine in Google Search results.

<b>Introduction to Google Search Console</b> <b>Property Verification in Search Console</b> <b>Performance of Website in SERP</b> <b>URL Inspection</b> <b>Sitemap Management</b>	<b>Removal Strategy For SEO Website Pages</b> <b>Experience Analysis</b> <b>Website Speed Optimization</b> <b>Mobile Usability For SEO</b> <b>Property Access Management</b> <b>Removing Google Search Console Errors Using AI</b> <b>Improving Website Performance In Google Search Console Using AI</b>
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1. Module 31: Application Of AI in Digital Marketing
2. Module 32: Personality Development Activities
3. Module 33: Social Media Client Project
4. Module 34: SEO, Google Analytics (GA4) & GSC Client Work
5. Module 35: Client Paid Ads Performance
6. Module 36: Google Tag Manager
7. Module 37: Ecommerce Marketing
8. Module 38: Google Data Studio
9. Module 39: Customer Relationship Management
10. Module 40: Consumer Behaviour Analysis

## Application Of AI in Digital Marketing

Even digital marketing hasn’t been able to escape AI. Become future ready by learning relevant AI applications to stay ahead in the competition, and get better opportunities in your digital marketing career.

<b>Use of AI in Digital Marketing</b> <b>ChatGPT</b> <b>Use of ChatGPT in Digital Marketing</b> <b>ChatGPT Prompt Checklist</b> <b>Use of ChatGPT in Content Writing</b>	<b>Use of Quillbot AI Tool</b> <b>Use of DALL-E AI Tool</b> <b>Use of Copy.ai AI Tool</b> <b>AI Tool List (Text to Speech, Text to Image, And Many More)</b> <b>Real Time Case Study of AI in Digital Marketing</b>
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1. Module 41: Chatbot marketing
2. Module 42: Podcast Marketing
3. Module 43: Marketing Automation
4. Module 44: Influencer Marketing
5. Module 45: Entrepreneurship For Business
6. Module 46: Startup Planning and Strategy
7. Module 47: Sales Training
8. Module 48: Leadership Fundamentals
9. Module 49: Media planning
10. Module 50: Growth Hacking

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