

# Start Digital Business Journey

**“Schooling doesn't assure employment,  
but skill does”**

**“स्किल है तो कुछ ना मुश्किल है”**

# Benefit of Digital and Tech Skill

What you gain after knowing about “Digital and Tech Skill”

- Help to Becomes More Smart.
- Help to make regular income.
- Help to Grow your Existing Business.
  - Help to start own Business.
  - Help to Boost your sales.
  - Help to find Job.
  - Help for Promotion.
- Help to build strong Brand.

and many more way.....

# Digital marketing & Entrepreneurship Development Course

*15 Module*

150+ Video

New updation on every week

**“DigiLearn Android Apps”**

# Module 1

## **DIGITAL MARKETING INTRODUCTION**

- What is Marketing
- What is Digital Marketing
- Complete overview
- Digital and Traditional Marketing

# Module 2

## WEBSITE PLANNING PROCESS

- Website Structure
- Types of Website
- How to build website
- Domain Extension
  - Hosting
  - Business Email
  - Create website
- Contents and many more....

# Module 3

## SEARCH ENGINE OPTIMIZATION(SEO)

- How to rank in Google
- Intro About Search Engine
- Explore some tools to check SEO score
  - Factor affecting SEO
  - Onsite SEO(Technical SEO)
    - Off page SEO

# Module 4

## Local SEO

- How to create “Google Business Profile”
  - How to manage Profile
  - Build free google website
- How to rank in local or nearby searches
  - Explore some tools



# Module 5

## **SOCIAL MEDIA OPTIMISATION & MARKETING(SMM)**

### **(Facebook, Instagram, Linkdn)**

- Understand Social Media
- Understanding PAID campaign Objective
  - How to Run Paid Campaign
- How to create campaign design as per AD's goal
  - How to analyze campaign Data
- Effective LEAD generating strategy and conversion Methods.
  - Remarketing and lead convert methods
    - Call to action
    - And many more....



# Module 6

## Google Ads

### Search engine marketing, PPC

(Google Paid Ad's, PPC)

- SEM Details Summery
  - SMM Vs. SEM
- Types of AD and Various Goals
  - How to set up AD's
  - How to make Quality ads
  - What is keywords
- Google search algorithm and keywords planning
  - Practically run ads and analyze Data

# Module 7

## **GOOGLE ANALYTICS (GA4) & Other Tools**

- What is Analytics
- How to use it to determine Customer behavior
- How to implements code and track visitor behavior
  - Google Tag Manager
  - Analyze performance of Website
  - Explore other useful Tools

# Module 8

## Design Tools

- Image Design Tools(CANVA)
- VIDEO Editing Tools(Camptasia)
  - Convert landing page

# Module 9

## Youtube Video Marketing

- How to create Youtube channel
  - How to create thumbnail
- How to edit Youtube video(Camptasia)
  - How to optimise channel

# Module 10

- Email marketing**
- Mobile Marketing**
- Whatsapp marketing**

# Module 11

## LEAD GENERATION FOR BUSINESS

- Call to action Button
- Call to action page
  - Landing page
- Other technique

# Module 12

## **BLOGGING, ADSENSE, FREELANCING TO MAKE MONEY**

- What is Adsense
- How to earn money through adsense
  - How to Approve Adsense account
- How to earn money through Blogging
  - How to get freelancing Projects



# Module 13

## Start own Business

### Start own Digital Marketing Agency

- How to start thinking
- How to create own Business Profile
  - How to attract client
  - How to find niche
- How to start own portal(Matrimony, Real Estate, Classified, E commerce, News)
  - Dropshipping Business
  - Amazon, Flipkart seller listing

# Module 14

## Entrepreneur Development Activity

- Business Setup Guide
- Agency setup guide

# Assessment series

## **Profile, Resume, Interview preparation**

- For Jobseeker
- For salaried

# Assessment and Certificate



# **Problem Solve Session**

- **Through FB, Telegram Groups**
  - **Zoom Meeting**
  - **Through call**
- **On demand Video**

# Complete Pattern

- **150+ Video**  
**(each video size 10- 25 Minutes)**
- **90% Hindi language– 10% English Language**
- **Video will available only on “Digit learn Apps” can be download from play store.**
  - **Notes and other material on same apps**
- **New Videos will be uploaded time to time as per any new changes in Digital marketing industry.**
  - **Lifetime access**