



Introduction to Digital Marketing

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What are we going to Learn ?

- ✓ What is Digital Marketing
- ✓ Why use Digital Marketing
- ✓ Digital Marketing Strategies
- ✓ Who can do this course
- ✓ Career Opportunities
- ✓ Get a Job in Industry
- ✓ Give your Feedback


Introductions

Before we understand the scope of digital marketing let us first understand about this industry. Digital marketing is a marketing method to promote products in online. So in simple terms, we can say that we are promoting our products to customers who are using the internet. Many concepts of traditional marketing are applicable to digital marketing.

This is the major source in Internet marketing with a simple concept. But this is not so simple, it seems to be simple but not easy. So Marketing refers to Digital Marketing Training. So what is Digital Marketing ? Generally Digital Marketing is defined as the process of used design or form a possible way. This procedure is used for growth in business to make it profitable



Internet marketing is one of the most popular way of promoting your business and this is one of the cheapest way of publicity. You may having the doubt 'why can't we telecast in televisions or why don't we give an advertisements in Radio's or display in the form of Hordings, Banners on the road'. Why not we can do that only if you are ready to invest min 10 to 50 lakhs or may be in crores, So that might be a problem for small scale business enterprenuers.



For newly born business and 'currently established business' this best option and for 'well established business' this would be huge promotion in market expansion. Our sincere advice to the upcoming Enterprenuers is to invest their money in Internet-Marketing for promotion is better than other ways of marketing. The charges are so reasonable that anyone can afford it, let me tell you an example suppose you invest money nearly 10,000 per month in Internet marketing i.e $10,000 \times 12$ months you will be charged 1,20,000. In other hand if you give the advertisements in television you will be charged atleast 5 to 10 lakhs. So it is depended on you.

Course Content –

Website Architecture

Blogger

Wordpress - Free Website Creation

Search Engine Optimization (SEO)

OnPage

OffPage

Social Media Optimization (SMO)

Facebook

Twitter

Linkedin

Google+

Instagram

Search Engine Marketing (SEM)

Google Adwords

Google Adwords Express

Social Media Marketing (SMM)

Facebook

Twitter

Linkedin

Email Marketing

Video Optimization

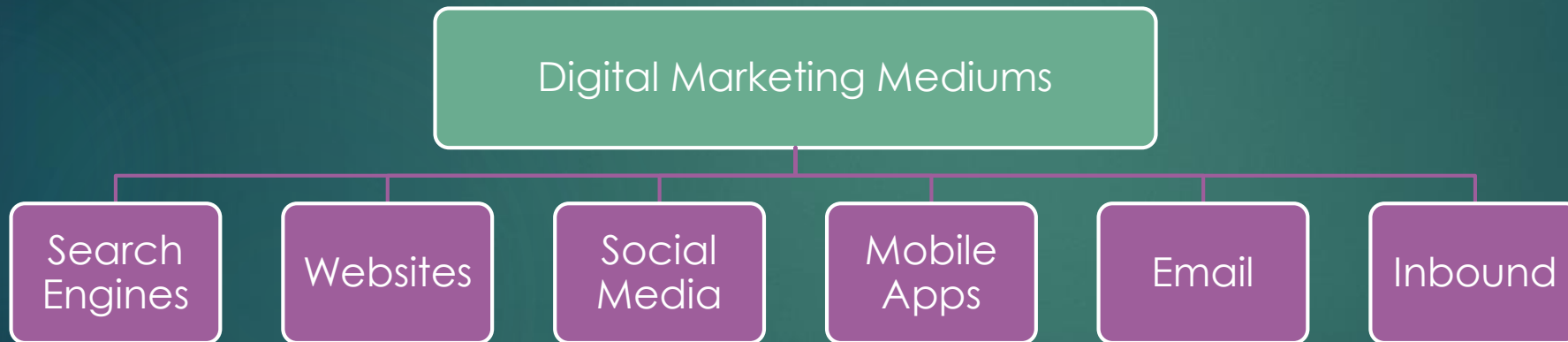
Image Optimization

Content Marketing

Mobile App Promotions

What is Digital Marketing ?

Digital marketing is promoting or creating brand awareness using Internet.



Traditional Vs. Digital

Factor	Traditional	Digital
Reach	Limited to Area	Global
Targeting	Not Specific	Very Specific
Price	Very Expensive	Not Expensive
ROI	Not Guaranteed	Guaranteed



Search Engine Optimization

The image shows a Google search results page for the query "ppc interview questions". The search bar at the top contains the text "ppc interview questions" and a magnifying glass icon. Below the search bar, there are navigation tabs for "All", "News", "Videos", "Images", "Maps", "More", and "Search tools". The search results are displayed below, showing "About 1,92,000 results (0.46 seconds)".

The first result is titled "16 Commonly Asked PPC Questions (And Answers) | PPC ..." from the website www.ppchero.com/16-commonly-asked-ppc-questions-and-answers/. It is dated Jan 2, 2013. Below the title and URL, there is a green-bordered box containing a small table of metrics:

1) PA: 29	4 Links / PRO ONLY RDs	DA: 58	PRO ONLY Links / PRO ONLY RDs	Link Analysis
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The second result is titled "PPC Interview Questions & Answers 2015 - WebTrainings.in" from the website www.webtrainings.in/ppc-interview-questions-answers/. It is dated Dec 20, 2014. Below the title and URL, there is another green-bordered box containing a small table of metrics:

2) PA: 18	89 Links / PRO ONLY RDs	DA: 21	PRO ONLY Links / PRO ONLY RDs	Link Analysis
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The third result is titled "Top 20 Adwords (PPC) Interview Questions - Career Guru99" from the website career.guru99.com. It is dated Dec 8, 2015. Below the title and URL, there is a light blue box containing a loading message:

Loading data for <http://career.guru99.com/top-20-adwords-interview-questions/>

How is SEO Done?

- ▶ SEO depends on many factors and algorithms created by Search Engines
 - ▶ 200+ Factors used by Google to Rank a Page.
- ▶ 82% of the Search Users click on Organic Links
- ▶ SEO increases the Leads and Brand Authority
- ▶ SEO takes a Good time and Effort.






Pay Per Click Marketing

Google shoes online

All Images News Videos Apps More Search tools

About 33,70,00,000 results (0.55 seconds)

Shop for shoes online on Google Sponsored

 <p>YepmeWalby Sports Shoes - Rs. 299.00 Yepme.com</p>	 <p>Foot N Style Black Tennis ... Rs. 449.00 Snapdeal</p>	 <p>Asian Men's Navy Blue & ... Rs. 499.00 Amazon India</p>	 <p>Yepme Premium ... Rs. 1,099.00 Yepme.com</p>	 <p>Asian Navy Lace Lifestyle Rs. 499.00 Snapdeal</p>
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Men Shoes - Upto 40% Off
www.trendin.com/preview-sale
Preview Sale on Premium Brands.
Free Shipment, COD @ Trendin.

Buy 1 Get 1 Free
www.voonik.com/
Voonik Weekend Sale.
Use code: VOONIK Explore now!

Buy Shoes Online at Paytm
www.paytm.com/Men_Shoes
Upto 70% Off + Extra Cashback.
Best Price Online, Shop Now!

China Cheap Shoes
www.made-in-china.com/Shoe
Improve Your Business ROI - Get a Better Deal on Bulk Cheap Shoes.

Yepme Shoes - Upto 50%Off - yepme.com
Ad www.yepme.com/Men_Shoes_Offer
Offer Valid For Limited Time Only. Buy Now & Pay Cash On Delivery.
Styles: Casual Shoes, Sports Shoes, Formal Shoes

Shoes Online - 40% to 70% Off On Select Brands
Ad www.amazon.in/Shoes+Online
Easy Returns & Pay On Delivery!

How to Do PPC ?

- ▶ PPC can be implemented using these programs
 - ▶ Google AdWords
 - ▶ Bing Ads
- ▶ 18% users click on Paid Ads
- ▶ Very Fast and Effective Marketing

Social Media Marketing

- ✓ To Increase Brand Awareness and Business Leads



Facebook	Pinterest / InstaGram
Google +	Youtube
Twitter	Linkedin

Prerequisite for Course

- ▶ Anyone with basic understanding of Internet
- ▶ No Programming or Website Knowledge
- ▶ Basic English/Communication Skills are Must
- ▶ Interested and Enthusiastic in Technology

Career Opportunities



Online Money Earning

- ▶ Google AdSense
- ▶ Affiliate Marketing
- ▶ Freelancing



Earn with Affiliate Marketing & AdSense:

You can start your blog/website/app in a specific niche of your interest and initially work hard to build traffic & viewers. After generating good traffic, you can make a good income with AdSense & affiliate marketing techniques.

Start Freelancing Services:

Freelancing is the concept of offering your services to clients on a part-time basis from your home. Sitting at your home you can build your clients globally. Thanks to online websites like [fiverr.com](https://www.fiverr.com), [freelancer.com](https://www.freelancer.com) etc. you can start offering your freelancing services.



Entrepreneur – Start your own agency:

If you have experience in managing a business & have resources, contacts.

You can start your own full-time digital marketing agency. With your agency, you can able to build marketing strategies for clients and implement them with digital marketing.

Get a Job in Industry:

The simple and best way to start your career in digital marketing is to find a job. In digital marketing, we have many different specializations so you will have different options to start your career.

- a. Digital marketing strategist
- b. Digital marketing executive
- c. SEO analyst
- d. Social media specialist
- e. Google AdWords specialist
- f. Email marketing specialist
- g. Web Analyst
- h. Online reputation manager



Course –

Duration – 40 Days

Internship – 3 Months

Fees - 15000

Salaries –

Freshers – 8,000 To 15,000

Experience – Based On previous Package – increase hike 20% To 30 %

What our Student Say about us?

Read the Genuine Reviews of our Students

Facebook
Reviews

▶ <https://www.facebook.com/DigitalRakesh>

Google+
Reviews

▶ Rakesh Tech Solutions

Contact

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- ▶ skype id - rakesh seo
- ▶ Tutorial -
<https://www.youtube.com/watch?v=Osk5AXqKO5c&list=PLEe3aDSdB-rTfrnMZukhHkjcAIG7exdWb>
- ▶ <http://www.rakeshtechsolutions.com/training/detail/1/online-digital-marketing-training>
- ▶ <http://digitalrakesh.blogspot.in/p/digital-marketing-training.html>

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THANK YOU