

# Digital Marketing Masterclass

13 Courses with 9 assignment and 2 live projects

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## Become Expert Digital Marketer

**Growth Hacking Digital Marketing Training:** Social Media Marketing, SEO, YouTube, Email, Facebook Marketing Strategy, Analytics & More!

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# Welcome

by **Kittu Siva**

## About me & About Course

Hello and welcome to the course. My name is Kittu Siva. I'm from BANGALORE, INDIA. I am a Google certified Partner and I've worked as a freelancer for companies like Unocoin, sobha developers, thangamayil jewellery, Unoversity, Goroadtrip, GatewayERP, Snapfitness, Travelspice. I've also grown my own successful online teaching business from scratch.

And by the end of this course you will know how to create a constant stream of leads and money for any YOUR business. You can use this course to grow your own business from scratch get a high paying GOOD job in digital marketing. You can also work as a freelance marketer or grow an existing business or make money as an affiliate marketer.

**Jumping into the course curriculum here specifically by the end of the course.**

You will now have two before market research and find a true market need. Build a Website in under one hour and drive. Website visits and sales with email marketing search engine optimization YouTube, Facebook, Twitter, Google on Google Analytics, Instagram, Pinterest and linkedin and much more. Every section is designed to work as a standalone training so feel free to jump ahead if you want. Also each section is designed to be highly actionable so that you can take and apply the steps to grow a business right now or in the future. I also encourage you to share your assignments at the end of each section on our course Facebook page so that I can promote and access you. There are thousands of examples of students getting results by following the steps in this course creating their Facebook pages web sites etc. So welcome to the course once again and feel free to reach out with your queries that you have along the way. You've already got incredible value for money just by signing up for this course but I hope these first videos give you a clear picture of the success that you're going to have by the end of the course. **So let's get started.**



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# The Complete Digital Marketing Course

1. Basic Market fundamental
2. Basic Market Analysis
3. Registering domain & Hosting space
4. How to use CMS Scripts
  - a. Use of CMS Scripts
  - b. How to install Scripts
  - c. How to install Themes, plugins, Modules
5. Basic HTML, Tags.
6. Structured Data and Schema Markup
7. On-page Search Engine Optimization (SEO)
8. Copywriting content
  - a. What is Copywriting
  - b. How to write titles and subtitles
  - c. Content Optimisation (Keyword in Content)
  - d. Assignment on Copywriting
9. Youtube Promotions and Marketing
10. Social promotions and marketing
  - a. Facebook, Twitter, & Google Plus
  - b. Linkedin, Instagram, & Pinterest
11. Basic Digital Advertising
  - a. Google Adwords
  - b. Facebook, Instagram, & Twitter
12. Product & App Marketing
13. Google Analytics
14. Live Advertising Project On SEO, Social Posts
15. Live Advertising Project On Adwords, Facebook