

# DIGITAL MARKETING





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## MODULE 1: DIGITAL MARKETING FOUNDATIONS

- **Introduction to Digital Marketing:** Unveil the vast landscape of digital marketing and its pivotal role in contemporary business success.
- **Crafting Your Digital Identity:** Learn the art of creating a compelling online presence that truly resonates with your audience.

## MODULE 2: SEO & CONTENT MASTERY

- **SEO Strategies:** Dive deep into Search Engine Optimization tactics to enhance your visibility and ranking on search engines.
- **Content is King:** Explore how blogging and vlogging can be powerful tools in your SEO arsenal, driving organic traffic and engagement.

## MODULE 3: GOOGLE MY BUSINESS & LOCAL SEO

- **Leveraging Local SEO:** Discover the potential of Google My Business to boost your local visibility and attract nearby customers.
- **Optimizing Your GMB Profile:** Practical tips on optimizing your profile for maximum impact and visibility.

## **MODULE 4: SOCIAL MEDIA MARKETING - THE ENGAGEMENT ENGINE**

- **Building Brand Love on Social Media:** Develop strategies to connect and engage with your audience across platforms like Facebook, Instagram, and more.
- **Content Calendar Creation:** Master the craft of planning and executing a content calendar that keeps your audience hooked and engaged.

## **MODULE 5: ADVERTISING - GOOGLE, FACEBOOK & INSTAGRAM**

- **Google Ads Deep Dive:** Learn how to set up and optimize Google Ads to capture the right audience at the right time.
- **Mastering Facebook & Instagram Ads:** Unravel the secrets to creating captivating ads that convert on the world's biggest social platforms.

## **MODULE 6: DIRECT MARKETING - EMAIL & SMS**

- **Email Marketing Essentials:** Unlock the power of personalized email campaigns to build relationships and drive conversions.
- **SMS Marketing Tactics:** Discover how to effectively use SMS marketing as a direct line to your customers, ensuring high engagement.

## **MODULE 7: ADVANCED TOOLS & STRATEGIES**

- **WhatsApp Marketing:** Explore innovative ways to use WhatsApp for business, creating personal and impactful customer interactions.
- **Navigating Google Analytics:** Become proficient in using Google Analytics to track, analyze, and optimize your digital marketing efforts for better ROI.

## MODULE 8: INTEGRATING DIGITAL STRATEGIES

- **Creating a Cohesive Digital Plan:** Learn how to weave together various digital marketing strategies for a cohesive and powerful online presence.
- **Real-Life Application:** Workshop participants will collaborate to develop a comprehensive digital marketing plan, applying the day's insights to conceptualize a strategy that aligns with their business or project goals.

## MODULE 9: THE DIGITAL PATH FORWARD

- **Future Trends in Digital Marketing:** A look into the crystal ball to discuss emerging trends and how to stay ahead in the digital game.
- **Interactive Q&A:** Your chance to clarify doubts, exchange innovative ideas, and gain insights from digital marketing experts.
- **Certification Ceremony:** Celebrate your newfound digital marketing prowess with a certificate of completion, marking a significant milestone in your digital journey.



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