



FORTUNE PATH ACADEMY



Digital Marketing Syllabus

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FORTUNE PATH ACADEMY

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Digital marketing Overview :

- **Benefits of digital marketing**
- **Scope of digital marketing**
- **Latest digital marketing trends**
- **Various digital marketing platform and techniques**



GRAPHIC DESIGNING BASICS :

- Types of images
- How to create images for social media
- How to make logos
- Tools used for graphic designing





Content marketing :

- **Objectives of content marketing**
- **How to write great compelling content**
- **effective content strategy**
- **Keyword research for content idea**
- **call to action buttons**

Facebook Marketing

- Facebook advertising
- Facebook fan page Promotion
- Types of Facebook ads
- How to create an boost the post
- How to pay and track you advertise
- how to divert the traffic to website

VARIOUS SOCIAL MEDIA MARKETING PLATFORMS



INSTAGRAM MARKETING

- INSTAGRAM ADVERTISING
- INSTAGRAM ADD POST & PROMOTION
- TYPES OF CALL TO ACTION BUTTONS
- HOW TO SELECT DESIRED AUDIENCE
- HOW TO PAY AND TRACK YOUR ADVERTISE
- HOW TO DIVERT THE TRAFFIC TO WEBSITE



LINKEDIN MARKETING

- ADVERTISING ON LINKEDIN
- TYPES OF PROMOTION
- AUDIENCE TARGETING
- AD FORMAT
- ADD DIMENSIONS AND RULES



TWITTER MARKETING

- ADVERTISING ON TWITTER
- TYPES OF PROMOTION
- AUDIENCE TARGETING
- AD FORMAT
- HOW BRANDS USE TWITTER



GOOGLE ADD

- WHY GOOGLE ADS ?
- DIFFERENT TYPE OF ADS
- POLICY REVIEW OF GOOGLE ADD
- GOOGLE AD CODE INSTALLATIONS
- GOOGLE KEYWORDS AND BID STRATEGIES



VIDEO MARKETING

- WHY VIDEO MARKETING ?
- BASICS OF VIDEO CREATION
- EXPLANATORY ANIMATED VIDEOS
- VIDEO CAMPAIGN AND PROMOTION



SEARCH ENGINE OPTIMISATION (SEO)

- WHAT IS SEARCH ENGINE?
- HOW SEARCH ENGINE WORKS
- WHAT IS GOOGLE CRAWLER
- GOOGLE CACHE DATE
- ON PAGE SEO
- OFF PAGE SEO



Lead generation for business

- LEAD GENERATION THROUGH FACEBOOK
- LEAD GENERATION THROUGH INSTAGRAM
- LEAD GENERATION THROUGH LINKEDIN
- LEAD GENERATION THROUGH GOOGLE ADS
- LEAD GENERATION THROUGH BULK MAILS
- LEAD GENERATION THROUGH WHATSAPP AND BULK SMS

TRAFFIC ANALYSIS THROUGH WEBSITE

- Different type of websites
- Basics of website development and designing
- Responsive websites
- website navigation
- Google Analytics

