

FORTUNE PATH ACADEMY



Digital Marketing Syllabus

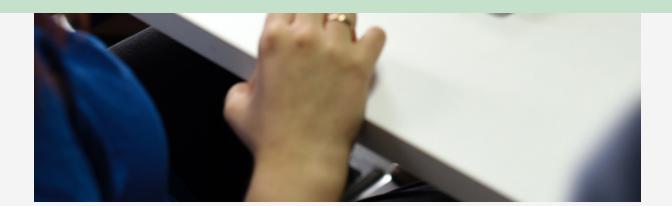
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FORTUNE PATH ACADEMY

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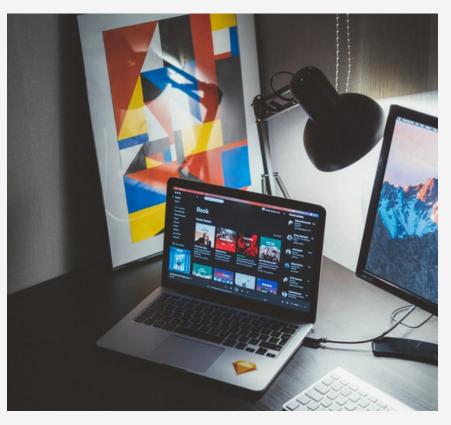
Digital marketing Overview :

- 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





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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 YOU 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

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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

