

# 360-DEGREE DIGITAL MARKETING

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## SUMMARY

A complete digital marketing course that enables you to become one of the most confident and the best professional in the world today.

## TOPICS

- **Marketing Basics** - Demand & Supply, Value, Modern Economics, Reach, Communication, and Sales.
- **Digital marketing platforms:** All types of Google Ads, Meta Ads, LinkedIn Ads, Twitter (X) Ads, Amazon PPC, and any kind of PPC ads for every type of business needs.
- **Digital marketing business needs:** Go-to-market strategies, brand awareness, demand-driven strategies, lead generation, product sales, service sales, Social Media engagement, and brand marketing, Target definition, and Traffic management.
- **Marketing-related technology:** Full-stack web development, high conversion landing page design, desktop and mobile smart design, Wix, and Wix-Velo, React, Node.js, Next.js, Python, HTML, CSS, Javascript.
- **Marketing-related design:** Basics of Design, Landing page layout, CTA design, separation of concerns, user journey, user experience, mobile smart layout design.
- **Marketing communication design:** Digital marketing campaign setup, Keywords and Targeting, creative ad copy and media, A/B testing, funnel design & execution, Canva-pro.
- **Marketing analytics & reporting:** Data layer, tracking technology and systems, Google Tag Manager, Google Analytics, Meta Pixels, Internal communication, Custom Tracking System, Dashboard & Reporting, Custom Web-Analytics.
- **Market research:** Trend analysis, real-time user behaviours, market economics, value driven demand-supply, market forecasting, past data-analysis using Python, Traffic management, Lead quality optimisation.
- **Management:** 360-degree vision and mastery allows you to be flexible that allows you to have a great Budget management, Time management, Resource management, and Overall optimisation.
- **AI:** Use of AI for coding.
- **Marketing funnel:** End-to-End marketing funnel - Ads - Website - Sales.