# Digital marketing – Market it the entrepreneur's way

# (Lifetime access)

1. **Introduction**
   a. About program
   b. What is Business & self-employment
2. **Business registration process**
   a. Brand Name, Logo & creation
   b. Types of companies to register.
   c. Bank account
   d. GST, GST savings & exemptions

3. **Business set up – Online.**
   a. Website, Domain, Hosting
   b. Business profile set up (FB, IG, LinkedIn, YouTube) for India

4. **Contents planning & types.**
   a. Facebook & Instagram
   b. YouTube
   c. Website
   d. Landing pages

5. **Contents hunting, creation & upload**
   a. Hunting contents
   b. Creation (Canva)
   c. Ai tools for all works – Document

6. **Sales funnels & strategies**
   a. Understanding sales funnel
   b. Purpose of sales funnel
   c. Creatives for funnels - Document
   d. Sales funnel implementation
   e. Lead life cycle & lead management

7. **Marketing & Sales**
   a. **Digital marketing introduction**
      i. What, why?
      ii. Platforms available for advertising
      iii. **Setting up ad account**
         1. Facebook & Instagram
         2. Google ad account
         3. WhatsApp business account
      iv. **In depth of Facebook**
         1. Types of ads

2. Pixel set up & events.
3. Audience creation & strategy
4. Checklist for an ad
5. E-commerce ads
6. Dynamic catalogue.
7. Lead generation
8. All types of Facebook ads
   v. Google ads
   b. **Instagram – Powerful tool for business**
   1. Account set up.
   2. Stories (powerful sales tool)
   3. Instagram ads
   4. Lead generation
   c. **Ads creation/ types & format**
   i. Image ads
   ii. Video ads
   iii. Carousel ads

8. **Sales closing techniques**
   a. Chat script & call script
   b. Follow up types.
   c. Objection handling from leads
   d. 10 sales closing techniques

9. **WordPress website building**
   a. WordPress installation
   b. Building your WordPress website

10. **Graphic designing & video editing**
    a. Premier Pro
    b. Installation
    c. Video details & Project window
    d. Source window
    e. New sequence & Timeline
    f. Editing 1 & 2
    g. Transition effects
    h. Pen tool, masking & type tool
    i. Export / Rendering
    j. Audio editing
    k. Animation
    l. Canva app & usage