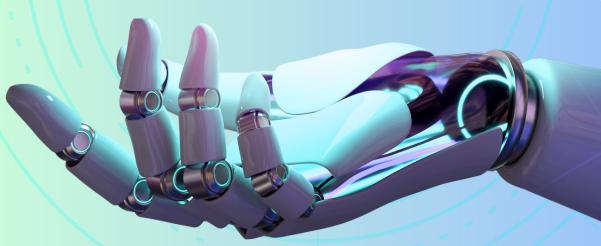
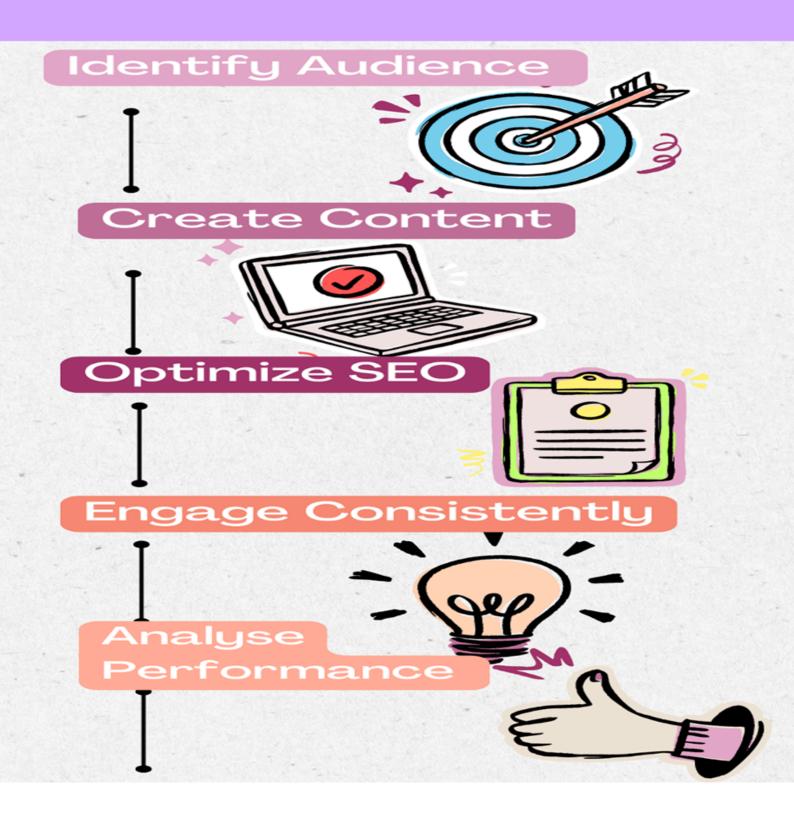


SUCESS BLUEPRINT



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Digital Marketing Success Blueprint



Learning Objectives
Introduction to Digital Marketing
Key Functions of Modern Marketing
Al

Digital Media Digital Marketing Activities Digital Marketing Funnel Importance of Digital Marketing Stages of the Digital Marketing Funnel **Understanding the Customer's Journey Understanding and Applying Content Through the Funnel** Content Development Strategy Social Media Marketing **Digital Advertisement Direct Marketing Monetization Strategies Benefits of Freelancing How to Freelance**

Facebook Facebook Insights Two essential software tools are How to be an effective digital marketer? Creativity **Key Terms in Digital Marketing** Research **Financial Constraints** Red flags Bespoke platforms for you to work with Blogging When to Use Blogs All about Blogging or Vlogging How to Set Up and Use Blogger.com Here's how you can share your blog on social media

How to use Google Analytics with Lead Generation

Facebook

Key points to make changes in your Facebook account:

This text explains the different types of posting on Facebook

Common Facebook Posts:

Facebook Page

Let's see how we can modify these settings:

Messenger Settings

Here's how you can effectively use hashtags on Facebook:

What is Reach?

Organic Reach vs. Paid Reach

When to Use Organic Reach:

When to Use Paid Reach:

Google Workspace

Ways to Increase Organic Reach:

Posting Jobs on Freelance Platforms and Facebook Groups

There are various types of Facebook Groups:

Here's how you can use Facebook Groups effectively for job postings:

Facebook Groups as a Major Marketing Source
Job Portals and Freelancing Marketplaces
Job Portals and Their Usefulness
Steps to Compare:

Paid Advertising on Facebook: Benefits and Drawbacks

Setting Up Payment Methods and Business Details for Facebook Ads

Checking and Managing Page Access in Facebook

Ads Manager

Boosting Posts on Facebook
Promoting with Facebook Ads
Facebook Page Promotion

Boosting a Post on Facebook: A Step-by-Step Guide Here's a summary of the key points about Facebook's algorithm and how to increase the reach

Here's a summary of how to target your audience effectively on Facebook:

of your posts:

How to effectively manage and review your Facebook ad campaigns

Let's explore how you can manage and modify your campaigns through Facebook Ads Manager.

Here's a summary of how to create a Facebook ad campaign, as described in the text:

Setting Up the Campaign:

Here's a summary of the five crucial things to keep in mind when handling a client's Facebook page access as a freelancer:

Here's a summary of key points for managing and updating a Facebook page effectively as a freelancer:

Instagram

Using Instagram for Freelancing:

Creating an Instagram Profile:

Using Instagram for Professional Purposes:

Linking Facebook and Instagram and launching an ad campaign

The topic explains how to use Facebook Ad Manager to create effective ads on Instagram.

Here's a summary of the main points about managing Instagram effectively and addressing common challenges:

Instagram Marketing:

X

Setting Up and Optimizing Your X Profile X Marketing Tools and Options

Increasing X Users and Marketing Tools
Reviewing and Analyzing X Campaigns
Here's a guide on how to access and interpret X's
analytics data:

Understanding Viral Marketing
Tips for Crafting Viral Tweets
Improving Response Rates on X
YouTube

How to Use YouTube for Marketing:
How to Maximize Your YouTube Strategy:
TubeBuddy

Exploring Successful International YouTube
Channels

ow to Apply These Insights to Your Own YouTube
Channel:

The overall ranking of all the social media platforms in 2024

YouTube Marketing: Strategies and Ad Options
How to Make Money on YouTube
(A billion-dollar question, isn't it?)
How to Monetize Your YouTube Channel
Understanding Advanced YouTube Studio
Features

Understanding YouTube Analytics **Applying the Data Tracking YouTube Revenue** Setting Up Google AdSense **Best Practices for Managing Revenue** LinkedIn **Creating a LinkedIn Company Page Managing Your Company Page LinkedIn Marketing Tools** How to Run Sponsored Posts on LinkedIn **Using Campaign Manager Additional Tips** How to Post Jobs on LinkedIn Using Campaign Manager Tips for Effective Job Posting **Pinterest** Yelp Reddit **Snapchat**

Specific Tips for Freelancers

Search Ads
Display Ads
Social Media Ads
Video Ads

Key Considerations for Freelancers
Responsive Ads and its creation on Google
Choosing the Right Type of Ad
Ads on Different Social Media Platforms
Display Ads: Understanding and Utilizing Them
Effectively

All the business tools in respect of Al help to start your business from \$0 in 2024 image shared Understanding and Using Video Ads Effectively The Importance of Google in the World of Digital Advertising

Key Google Advertising Services
Google Advertising and Device Usage
Reservation Note for Freelancing Websites
Here's a simplified guide on how you can use
Photoshop to create basic ads, whether for
Facebook, Google, or other platforms.
Getting Started with Photoshop

Step-by-Step Example
Here's a summary of the key points from your
Photoshop tutorial

To avoid this, here are some points and tips to ensure you get the necessary approvals from clients:
Importance of Video Advertisements
Specifications for Creating YouTube Video Ads
Understanding YouTube Video Ad Formats in MY
WAY

Basic Shooting Tips and Story boarding for Video
Production

Practical Tips for Mobile and Handy Cameras

Managing Client Feedback and Communication in

Video Production

What are Google Ads?

Key Features and Benefits of Google Ads
How to Get Started with Google Ads
Setting Up Google Ads: A Practical Guide
Understanding Google Ads Dashboard
Exploring Google Ads Features
Setting Up Payment Methods in Google Ads: A
Practical Guide

Navigating the Google Ads Interface: A Comprehensive Overview

Google bidding
Key Terms

What is Google Merchant Center and its importance for E-commerce?

The Art of Writing Ads.

Google AdWords Skills and Freelancing Tips
Here's a step-by-step guide on setting up
conversion tracking

To summarize

Video Campaign Analysis Using Google Ads:
Creating a Display Ad Campaign in Google Ads
Google Ads and Product Listings
Important Points

Google Merchant Account Overview
Creating and Linking Your Google Merchant
Account

Understanding Google Merchant Features
Google Merchant Account and Freelancing
Opportunities

Setting Up and Managing Product Listings in the Google Merchant Center Tips for Becoming a Better Salesperson Sales and Marketing Insights
Sale Pitch
Craigslist

Here's a step-by-step guide on how to post an ad on Craigslist Website design and development an overview

WIX

WordPress and Shopify
Why Choose Shopify?
Using Shopify
Try Shopify

Digital Marketing a Comprehensive plan
A digital marketing plan typically includes
four key components

In the executive summary, you should cover

Internal Resources' Audit

Customer Research Steps:

SMART Objectives

Targeting and Segmentation:

Budgeting

This phase is the final part of the digital marketing plan.

There are a few indicators you need to focus on while monitoring: **Native Advertisement Automation Technology** So, what is marketing automation? **Create a Mailing List Create a Campaign Email Designing Marketing Automation How to Create an Automation** Campaign:

Google Analytics in Digital Marketing
Understanding and Using Data with
Google Analytics
Making Decisions Based on Data:
Understanding and Using Data with
Facebook Insights