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DIGITAL MARKETING SUCESS BLUEPRINT



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Digital Marketing Success Blueprint

Identify Audience



Create Content



Optimize SEO



Engage Consistently



Analyse Performance



Learning Objectives

Introduction to Digital Marketing

Key Functions of Modern Marketing

AI

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 of your posts:

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

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

How 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 AI 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