

Live-Online Training Digital Marketing & Shopify

3,4,5,6 January 2021

Training Agenda

DAY 1

Search Engine Optimization

On-Page Optimization

Off-Page Optimization

Keyword Planner

Meta-Tags

Keyword Stuffing

Best Practices

Blogs

External-Internal Linking

Search Engine Marketing

Pay Per Click – Paid Search

Display Ads

Video Ads

Mobile App Installation Ad

Email Marketing

Introduction to MailChimp

Export/Import List/s

Design Appealing email template

Design personalized Email Ad

Connect Email ads with Facebook/Instagram Ads and with Google Ads

DAY 2

Social Media

Management and Ads

(Facebook & Instagram)

What is Facebook Edge Rank

How it works

Increase Facebook/Instagram Likes Organically and paid

Install Facebook Pixel ID for retargeting

Best Engaging posts types

How to tune your voice for best sales leads

Create Reach Ads

Create Lead Generation Ads

Create Product Catalogue ads
Read Report, tune campaigns and plan ahead

Google Analytics

Setup Google Analytics on Website or landing page
reading live users
most read contents
Acquisition and which Ads worth investing in
Audience Behavior online
best engaging contents
Setup a Goal
Authorize users

DAY 3

Inbound Marketing

What is Inbound Marketing
How it Works
How to Implement
Why Sales and Marketing platforms on HubSpot are best for your business
Connect HubSpot with Web Online forms
Connecting HubSpot with Facebook Leads Ads

Day 4

Shopify

Setting up your ecommerce shop
Store settings
How to add products to your ecommerce shop
How to set up shop pages and blog posts
SEO for your products
Setting up of menu
Setting up of footer
How to Select Shopify themes
Shopify Apps
About email marketing app
How to manage orders
Setting up of payment