

Digital marketing – Market it the entrepreneur’s way

- 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