

# Digital Marketing Masterclass



**Call Us: 9801 200 111**

**100% Practical Training**

**USD Credits**

Publish Live Ads on  
**facebook, Insta, Google, Youtube**

Training with **Marching Ants**  
Agency Experts

## Introduction

Learn to plan the digital marketing strategy for the client or business using the different marketing model. The effective models and the tools being used in Nepal and globally.

## Landing Page Development

Get ready to land-up your potential customers to your website.

Develop and host a website  
create and manage landing pages.



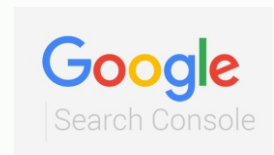
## Copywriting

Attract your client with your content. Master the strategy.

## SEO

Master the tools and the areas to attract your customer to your site or Blog using:

Site listing  
keyword research  
Working with title and meta tags  
Create Internal Links & Backlinks  
Appear in Google Image searchresult  
Competition & bidding  
Identification & tagging



## Facebook & Instagram

Where are your customers, attract them using FB & Instagram

Page setup

Track your competitors

Different types of Ad targeting

A/B Testing

Lead generation

Campaign

Facebook for business



## Google

Search Engine Marketing (SEM)

Keyword Research for SEM

Set-up and Publish you SEM Ads

Display Ads

Targeting and Placement of Ads



## Google Data Studio

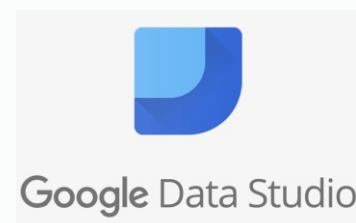
Understanding the concept

Connecting with different Data sources (FB, Google, others)

Analyzing Data

Creating a visual dashboard

Creating a custom based dashboard



## Youtube

- Understanding the YouTube Ads
- Analyzing and planning the video
- Creating the Ads
- Placing Ads
- Reporting using Google Data Studio



## LinkedIn

- Understand the LinkedIn platform
- Profile creation
- LinkedIn Ads basics
- Targeting
- Reporting



## Google Analytics

- Analytics Basics
- Understanding KPI's
- Working with Google Analytics
- Setting up Google Analytics
- Audience
- Acquisition
- Behaviors
- Analysis & Reporting using Google Data Studio
- Link Adwords to Analytics



## Email Marketing

- Signup with mailchimp
- Creating users list
- Setting up email templates
- Creating campaigns
- Report Analysis



## Advanced Marketing

- Working with Google Tag Manager
- Facebook Pexels
- Retargeting your customer
- Hash tag monitoring
- Influencer management



## Programmatic Buying

- Understanding programmatic buying

## Affiliate Marketing

- Concept of affiliate marketing
- Performance based marketing
- Signing up with the vendors



## Zapier

- Realtime leads generation & management



the course offers you

**a promising career**

in digital marketing

# Contact Us

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