

THE FUTURE TRACK

COMPUTER EDUCATION

DIGITAL MARKETING

COMPLETE COURSE



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

1. What is difference between Traditional Marketing and Digital Marketing

Traditional marketing is form of marking that reach the people throughout offline mediums without mobile and internet before the advent of the internet

Some famous traditional marketing



TV



Radio



Magazine



Hand bill

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



Billboards



Newspapers

📞 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



Tele-marketing



Direct milna

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



Coupons , etc

- Digital marketing is used to promotion the product / services over the internet through mobile and internet.

 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



Email Marketing



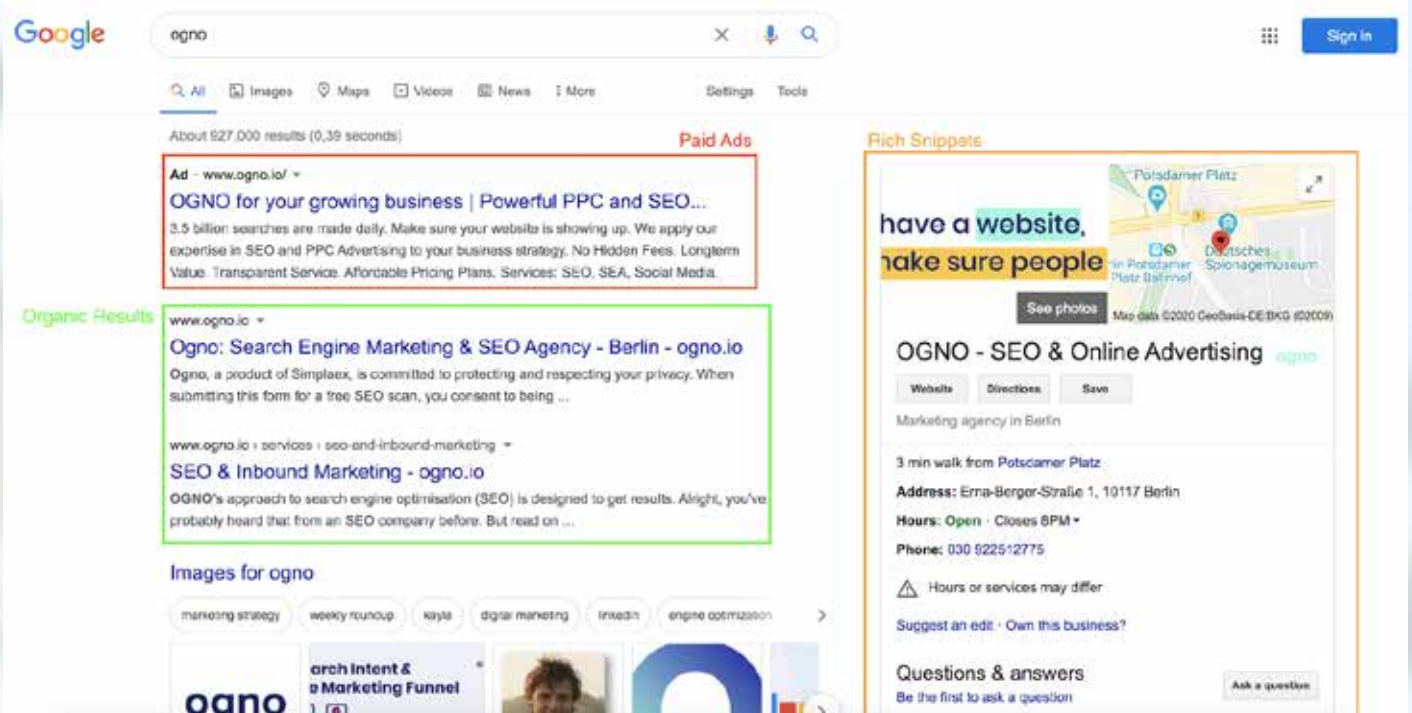
Social Media Campaigns

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



Search Engines Ads



SEO

 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



Affiliate Marketing Websites

Affiliate Marketing



Landing page

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

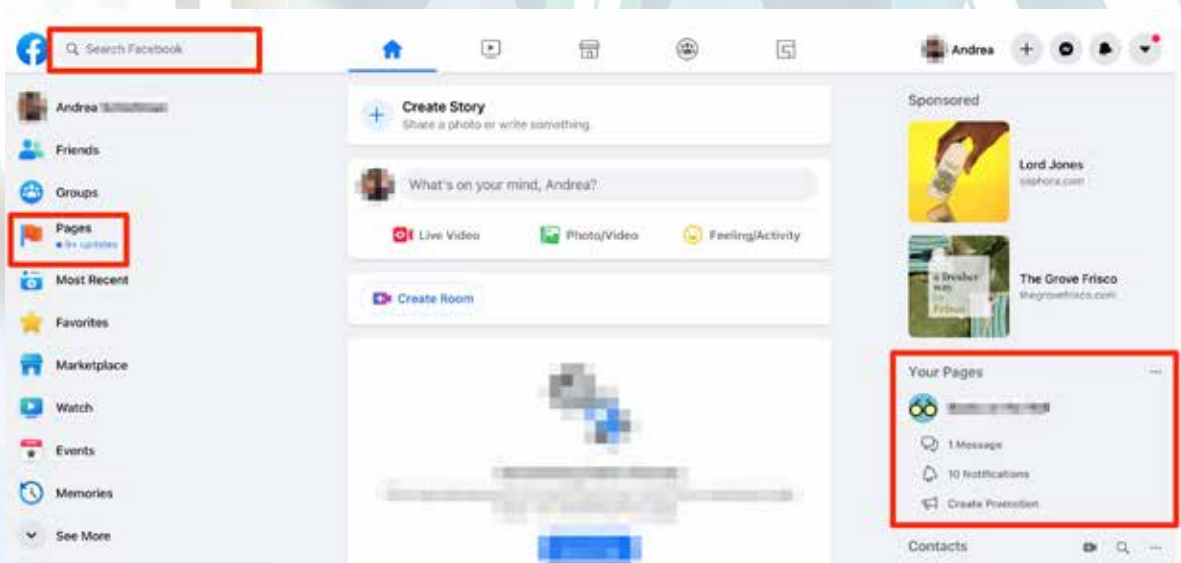
COMPUTER EDUCATION

2. How to setup digital marketing

1. Need landing page



2. Facebook page



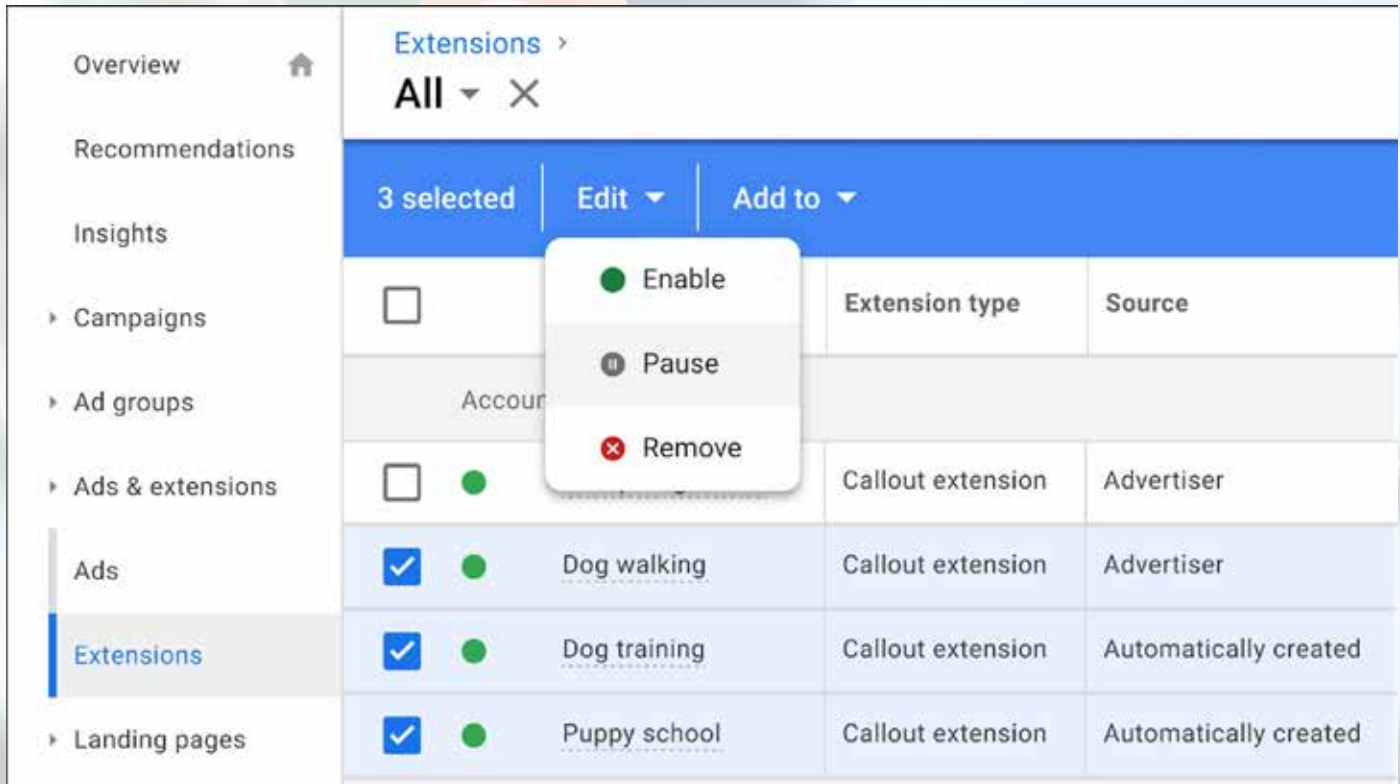
 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

3. Google ads



The screenshot shows the Google Ads 'Extensions' management page. On the left is a navigation menu with options: Overview, Recommendations, Insights, Campaigns, Ad groups, Ads & extensions, Ads, Extensions (selected), and Landing pages. The main content area is titled 'Extensions >' and 'All'. It shows a table of extensions with a context menu open over the first row. The context menu has three options: 'Enable' (with a green dot), 'Pause' (with a greyed-out button), and 'Remove' (with a red 'x'). The table lists three extensions: 'Dog walking', 'Dog training', and 'Puppy school', all of which are 'Callout extension' type and 'Advertiser' or 'Automatically created' source.

Extension type	Source
Callout extension	Advertiser
Callout extension	Advertiser
Callout extension	Automatically created
Callout extension	Automatically created

4. Image



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

5. Video



3. Need tools for digital marketing



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

4. How to build business strategy

1. Set a goal



2. Evaluate your existing digital marketing presence



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

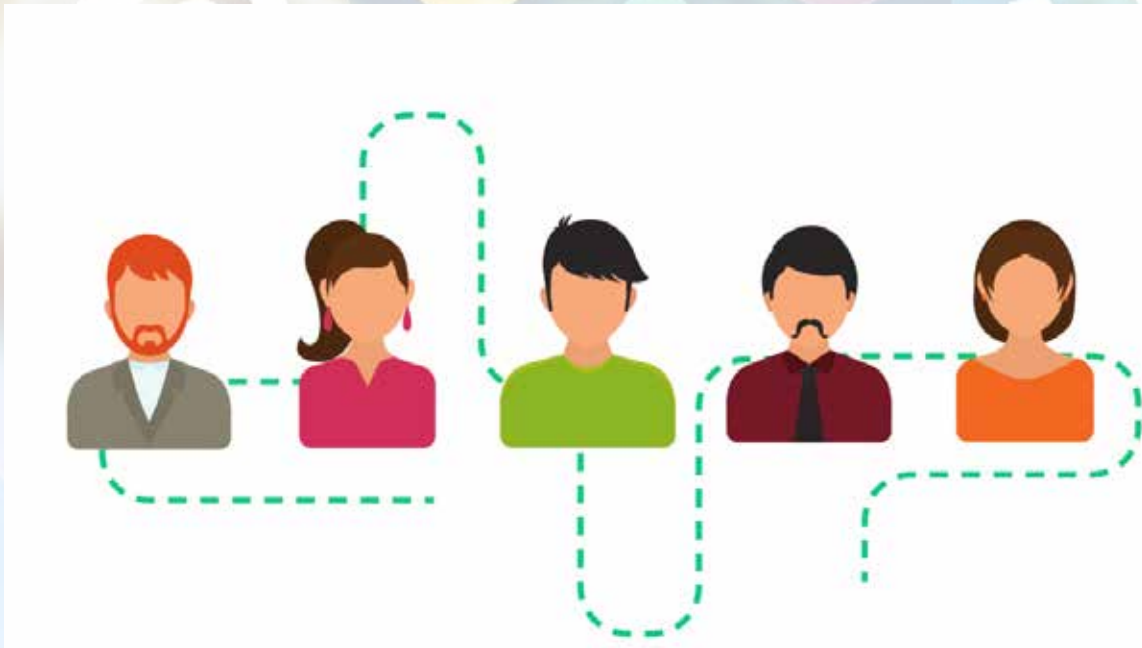
THE FUTURE TRACK

COMPUTER EDUCATION

3. Understand the digital sales funnel



4. Build buyer personas



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

5. Locate your customers on the funnel



6. Create a content plan



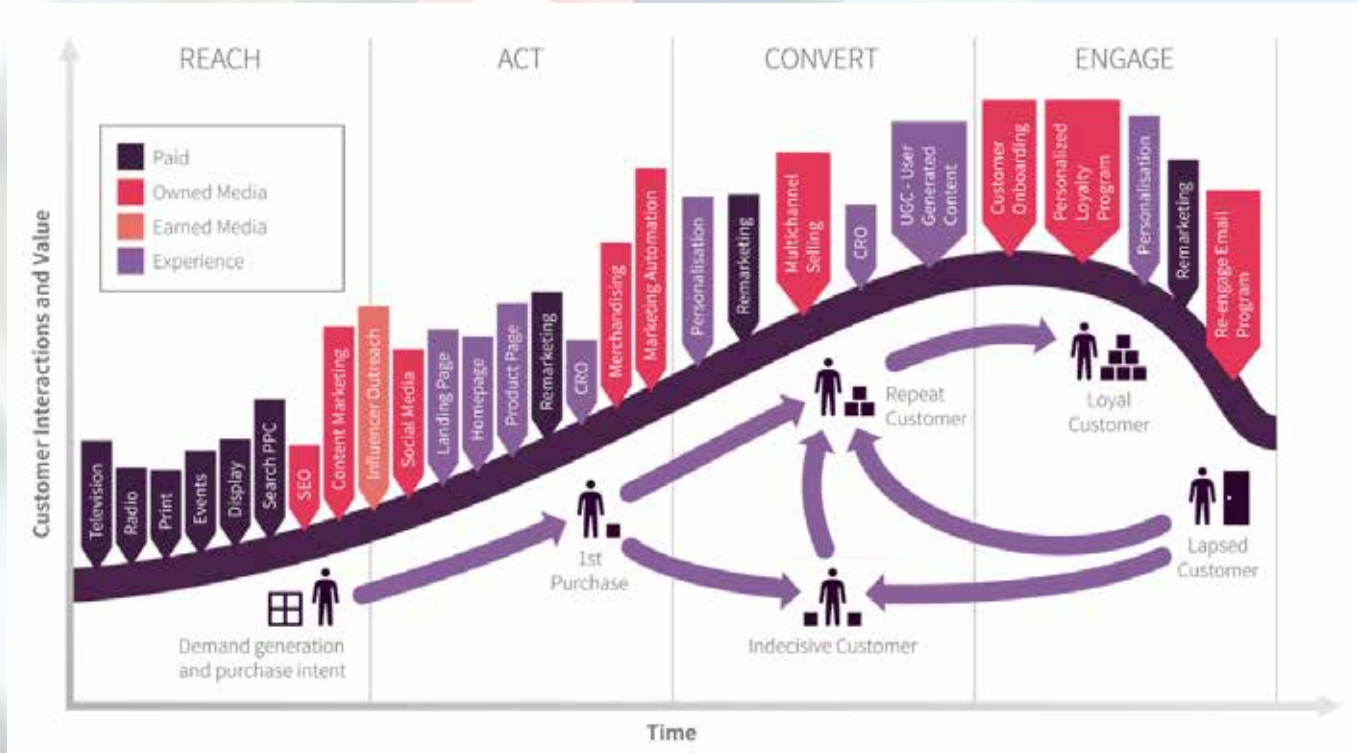
 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

7. Analyze results



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

5. How to Purchase Domain



www.godaddy.com

At first of all sign in form email id

Click on domain

Write the domain name

www.flashgyan.com

Click on add to cart

Click on checkout

Click on upi

Payment

Click on ok

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

6. How to Purchase Hosting



www.hostinger.in

click on hosting
business share hosting
click on add to cart
click on checkout
payment
click on ok

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

7. How to integrated hosting to domain



Open the Godaddy

And sign in

Click on domain DNS

Click on change name server

Click on enter own name server

Open the hostinger

Click on manage

Copy the ip address

Paste the ip address in domain DNS name-

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

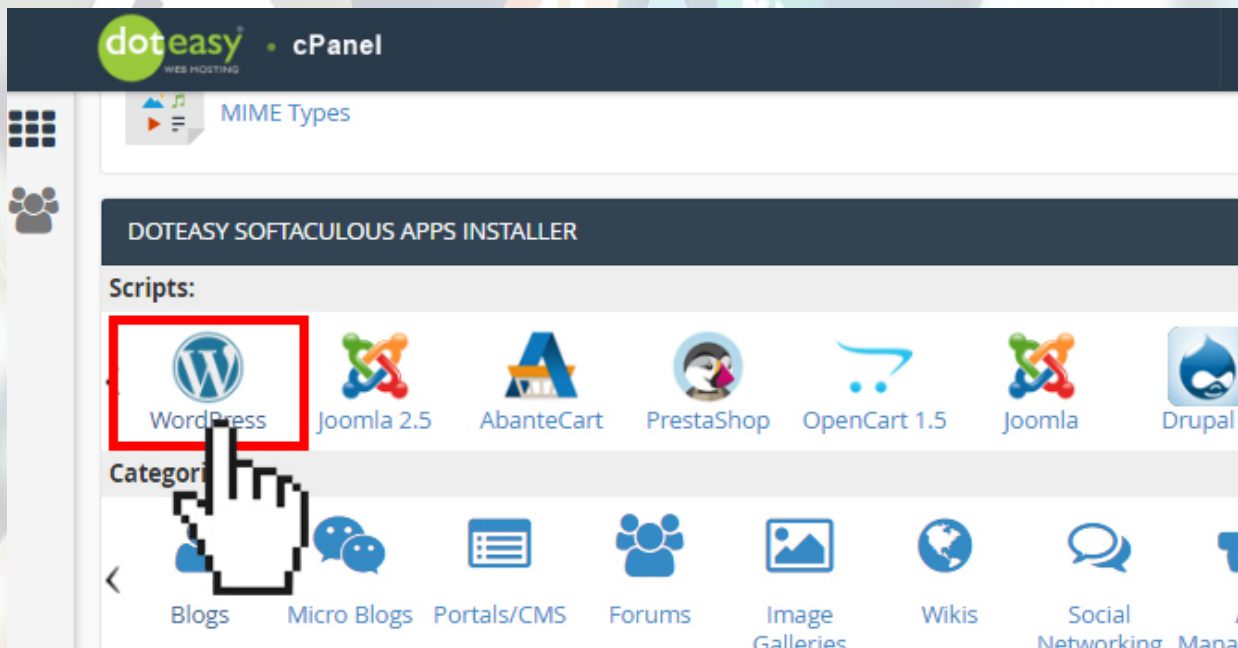
COMPUTER EDUCATION

server

Click on save

Click on ok

8. How to install wordpress in domain



Open the hostiger/ any

Click your domain name

Click on dashboard in your domain

Click on auto installer

Give the website title name

Give the password

Click on install

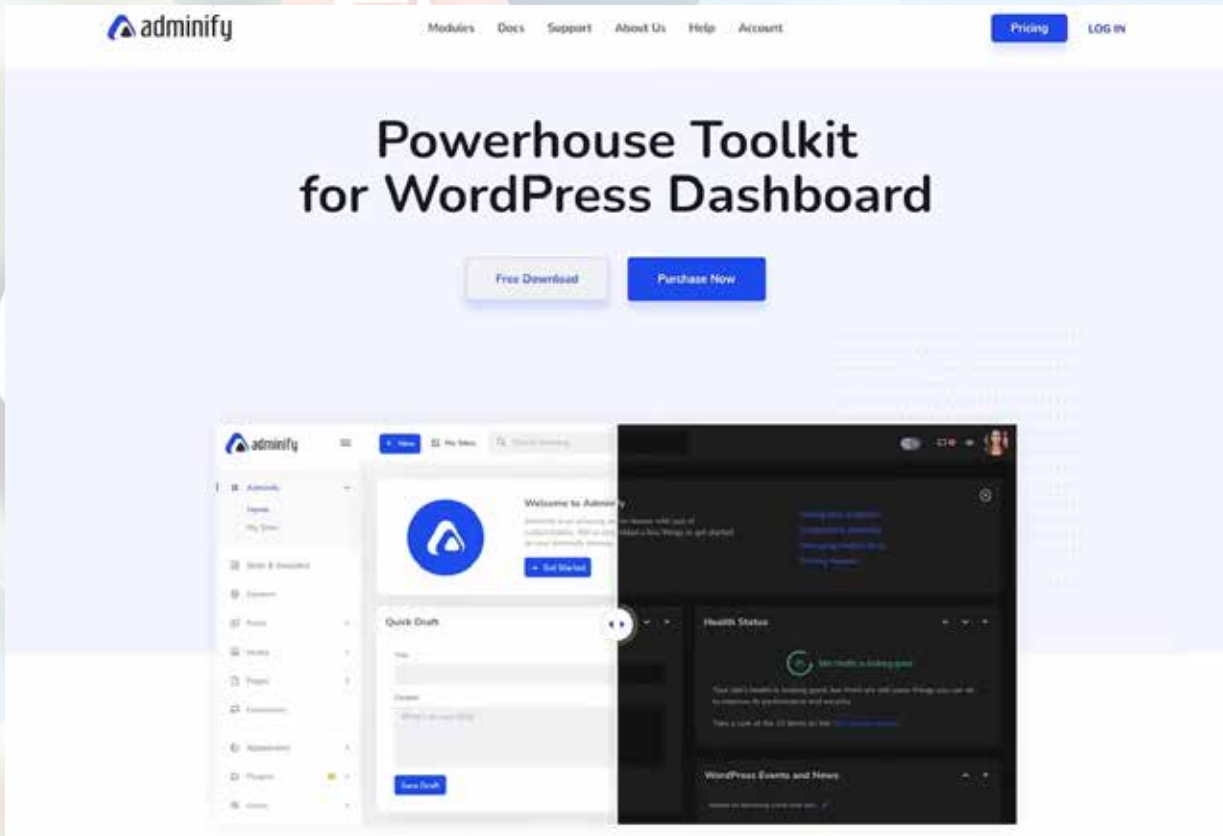
 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

9. How to open wordpress dashboard



www.tftwpcourse.in/wp-admin

username

password

click on ok

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

10. How to change the setting details



Click on setting
Click on general
Website tile
Tagline
Timezone = Kolkata
Click on save
Click on ok

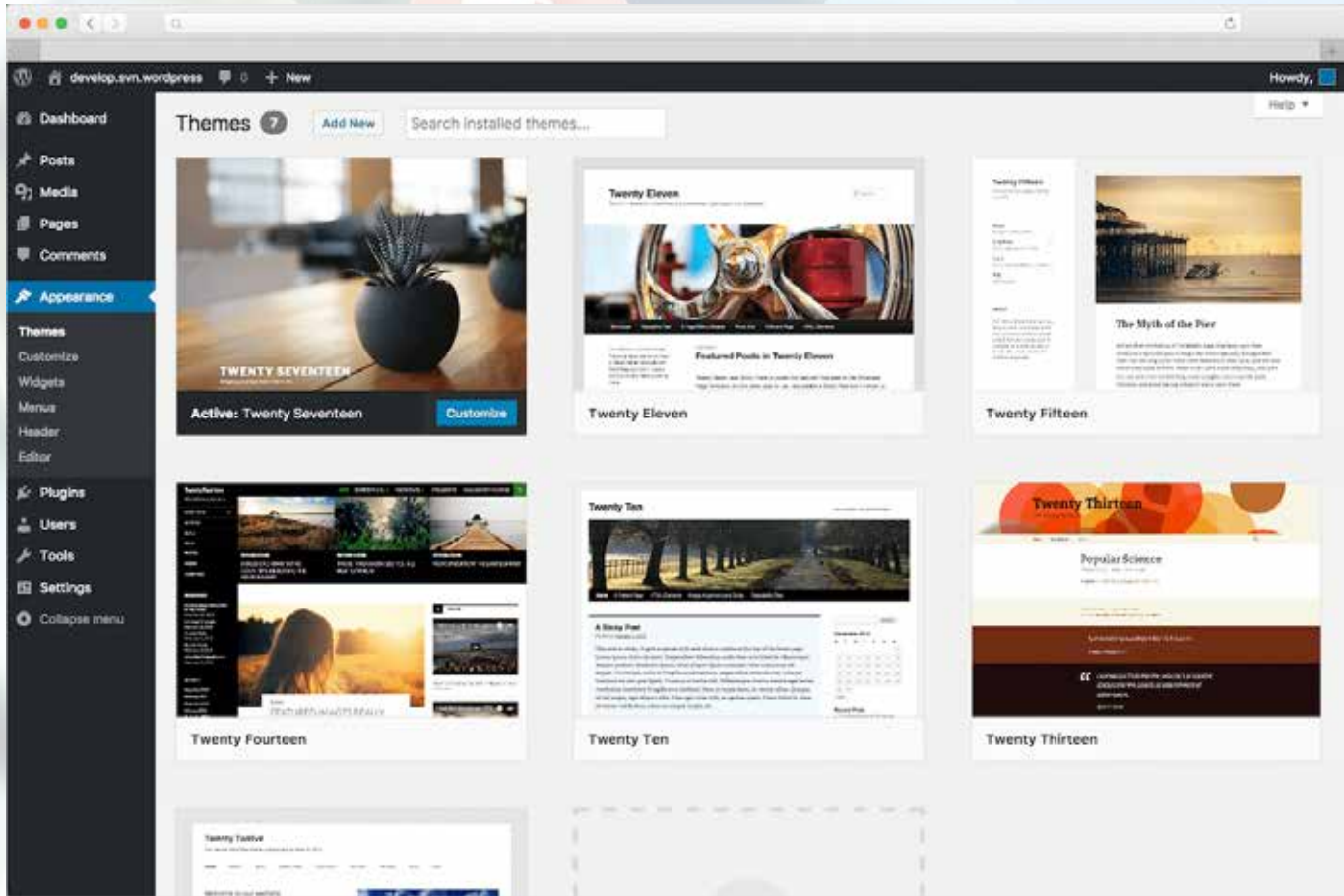
 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

11. How to install theme



Click on appearance

Click on theme

Click new theme

Search the theme (oceanwp)

Click on install

Click on ok active

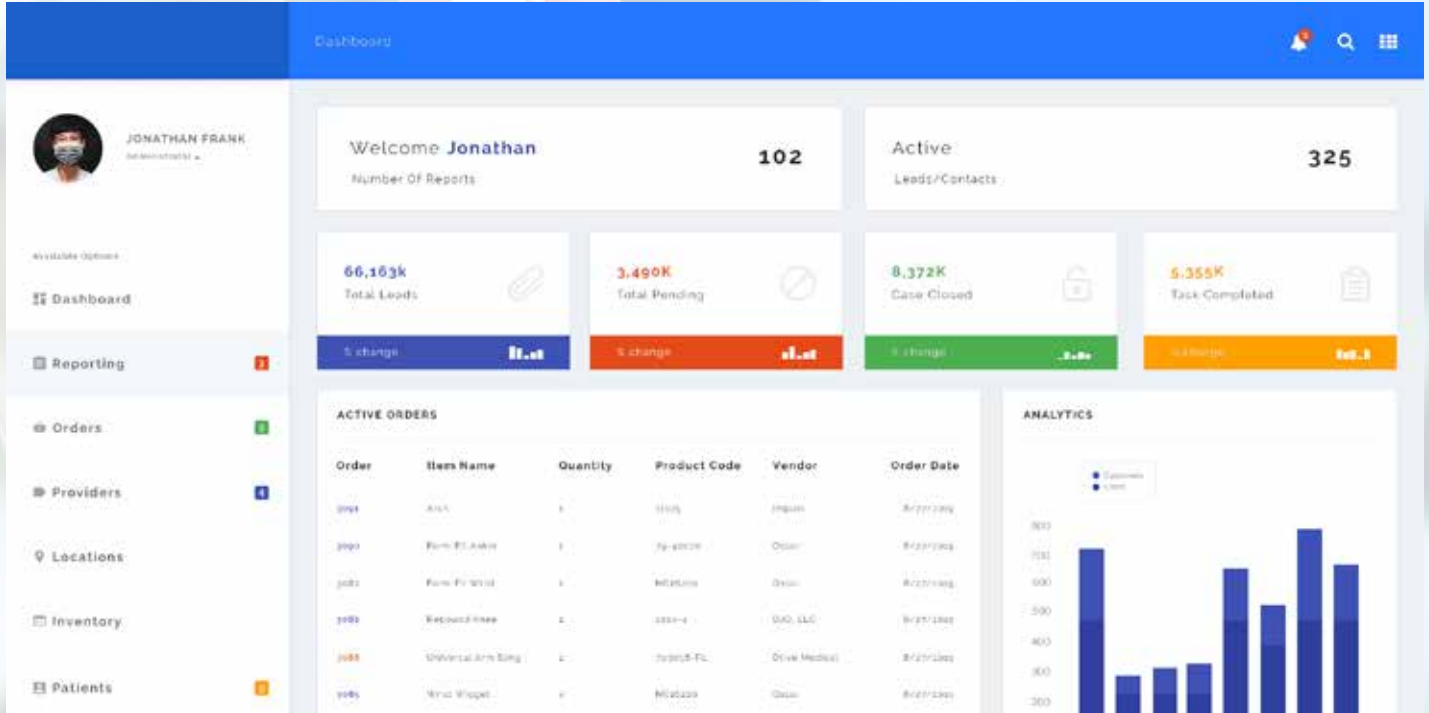
 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

12. How to create page in dashboard



Click on pages
Click on new page
Click on Add New
Give the (Home)
Click on publish
Click ok

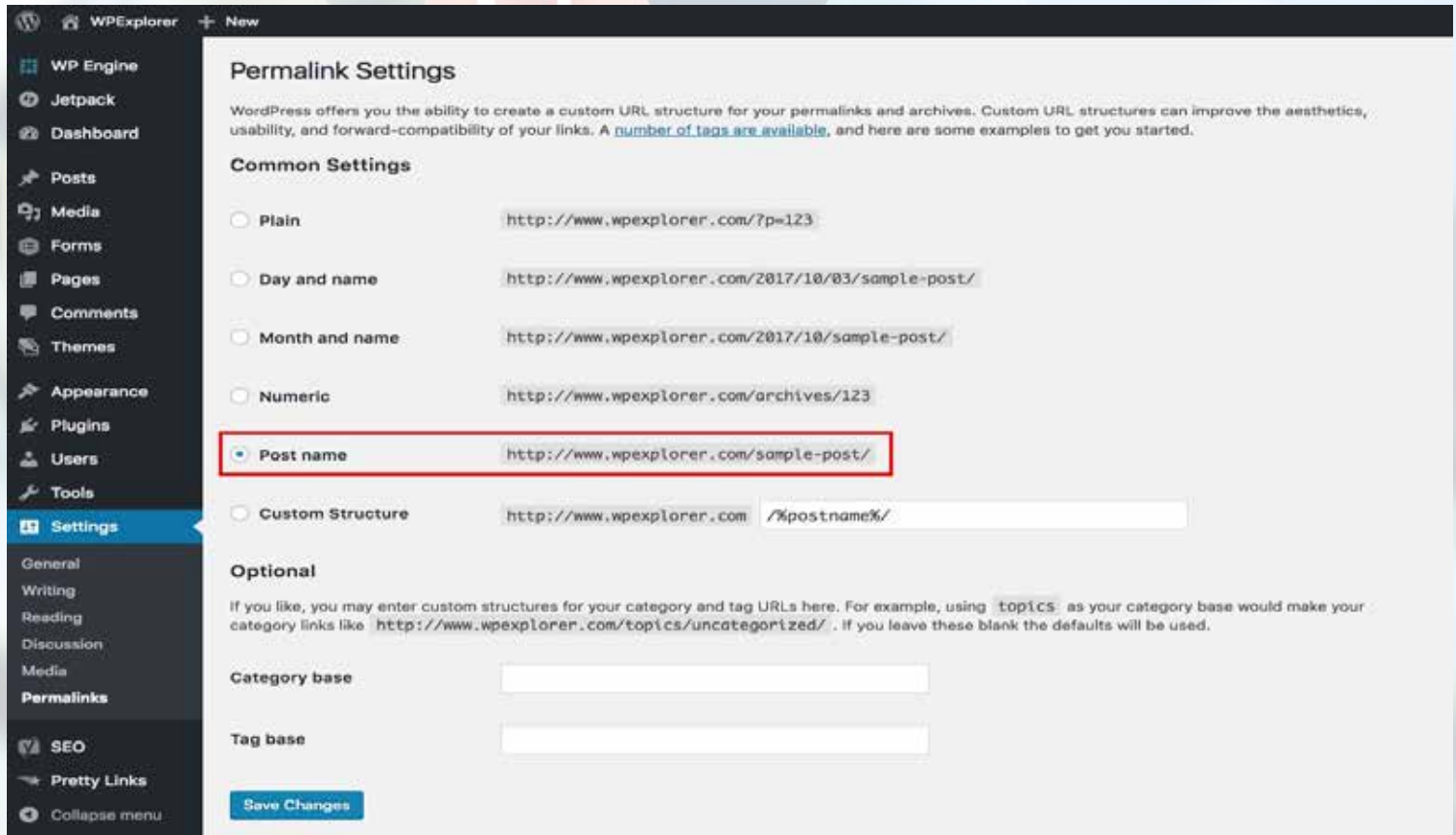
 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

13. How to set Permalink



The screenshot shows the WordPress 'Permalink Settings' page. The left sidebar contains a menu with 'Settings' highlighted. The main content area is titled 'Permalink Settings' and includes an introductory paragraph, a 'Common Settings' section with radio buttons for 'Plain', 'Day and name', 'Month and name', 'Numeric', 'Post name', and 'Custom Structure', and an 'Optional' section with input fields for 'Category base' and 'Tag base'. The 'Post name' option is selected and highlighted with a red box. A 'Save Changes' button is at the bottom.

Click on setting
Click on permalink
Click on post name
Click on ok

 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

What is domain

Domain is specified name of the website . it introduce user name and domain name of the website.

Example :- `www.thefuturetrack.in`

Some famous domain name

.in
.com
.org
.nic.
.co.in
.online



 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

What is Hosting

Hosting is a server. This is used to store the data in internet.

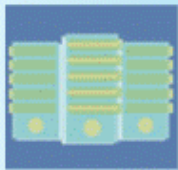
Some famous hosting

Web hosting

VPS hosting

Cloud hosting

VPS Hosting



Word-press hosting



Dedicated Server Hosting



Shared Hosting



Web
Hosting

Cloud Hosting



www.educba.com

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

What is Facebook marketing?

Facebook marketing site is used to target the custom audience in your business. This is perfect audience in your business.



FACEBOOK MARKETING:

**A COMPREHENSIVE GUIDE
FOR BEGINNERS**

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

How to use face book for business marketing

Potential customers are already looking for businesses like yours on Facebook. A smart Facebook marketing strategy is the only way to connect with them.

- At first of create Face book personal page
- Create profile in your business



 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

Facebook ads

**WHAT IS
FACEBOOK
ADVERTISING?**



How to create face book business page

Click on Face book page

Click on create

Give the Page Name

Ex = Future track digital agency

Give the LOGO

Give the Face book page cover

Give the description

Click on create

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

How to setting face book business page

Click on setting
Click on Page info
Give the details

Whatsapp

Click on whatsapp
Add the whatsapp number
Send the code in whatsapp
Click on verify



 9835247741

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

Page Role

Click on page Role

Click on search name

Give the role

Click on ok

There are three 6 types role

1. Admin
2. Editor
3. Moderator
4. Advertiser
5. Analysis
6. Custom

 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

Instagram

- Click on instagram
- Click on connect
- Choose the instagram id
- Click on ok



Messaging

- Click on messaging
- Click on setup
- Setting
- Click on ok



Messages

Store Location

- Click on Add store
- Give the Full Address



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

How to Join Group

Click on group
Find the group
Click on ok



What is Facebook ads

Facebook ads is used to target the best audience in business.

WHAT IS
FACEBOOK
ADVERTISING?



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

How to open facebook ads

Write the Address bar
Facebook ads manager
Click on facebook ads
Click on 3 lines
Click on Billing
Click on payment method
Give the Address
Click UPI
Click on ok



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

How many types of Campaign

1. Awareness
2. Traffic
3. Engagement
4. Leads
5. App Promotion
6. Sales



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION

How many types of Audience

1. Seed audience
2. Custom audience
3. Look like audience



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)

THE FUTURE TRACK

COMPUTER EDUCATION



 **9835247741**

CITY CENTRE , LOWER GROUND (DHANBAD)