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Course **Program**

The most in-depth step by step practical online courses
on digital marketing & business.

1.Business Fundamentals

Learn how to create a modern business strategy, set your targets, create the team you need,
calculate the budgets & expenses, develop your customer understanding & value proposition.
Then start working on retention and growth strategies to outperform the competition.

Lesons 35   **Hours** 10

1.1 - **Course Introduction**

1.2 - **Speed Learning**

1.3 - **Using The Library**

1.4 - **Join The Community**

1.5 - **Working With Google Docs**

1.6 - **Asking Questions**

1.7 - **Modern Business Planning**

1.8 - **The Basic Business Formula**

1.9 - **The Business Sudoku Tool**

1.10 - **Important Business Formulas**

1.11 - **Crazy Check Formulas & Examples**

1.12 - **KPIs & Control Levers**

1.13 - **Mission Vision Values**

1.14 - **Building Teams**

1.15 - **Team Performance Tool**

1.16 - **Budget & Expenses**

1.17 - **Customer Development**

1.18 - **Customers Tool**

1.20 - **Value Propositions**

1.21 - **Competitive Analysis**

1.22 - **Competitive Analysis - Exercise**

1.23 - **Products and Services**

1.24 - **Scaling Services Example**

1.25 - **Industry Stakeholders**

1.26 - **Basics of Supply Chains**

1.27 - **Basic Growth Strategies**

1.28 - **Basic Business Economies**

1.29 - **Retention Strategies**

1.30 - **Marketing Strategy Considerations**

1.31 - **The Digital Marketing Technology Stack**

1.32 - **Business Planning From Scratch - Exercise**

1.33 - **Course Project**

1.34 - **Questions and Answers**

1.35 - **Get Your Certificate**

1.36 - **Congratulations**

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2.Marketing Fundamentals

Learn how to create a modern marketing strategy. Start with customer analysis, segmentation and targeting. Master market research, develop your branding and establish your competitive position. Make amazing experiences for your customers and learn how to spread your message.

Lesons 48   Hours 12

2.1 - **Course Introduction**

2.2 - **Basic Website Metrics**

2.3 - **Website Metrics - Example**

2.4 - **Ad Campaign Metrics**

2.5 - **The Ad Campaign Planner Tool**

2.6 - **Basic Ecommerce Metrics**

2.7 - **Modern Marketing Strategy**

2.8 - **Understanding Customers**

2.9 - **Customer Development for Marketing**

2.10 - **Customer Segmentation**

2.11 - **Customer Targeting**

2.12 - **Market Research**

2.13 - **Customer Analysis**

2.14 - **The Power of Branding**

2.15 - **Brand Story Examples**

2.16 - **Exercise: Creating a brand Story**

2.17 - **The Golden Circle**

2.18 - **The Allmighty Value Proposition**

2.19 - **Value Proposition Examples**

2.20 - **Exercise: Value Propositions**

2.21 - **Communication Channels**

2.22 - **Search Engine Marketing**

2.23 - **Display Marketing**

2.24 - **Social Media Marketing**

2.25 - **Remarketing**

2.26 - **Email Marketing**

2.27 - **Content Marketing**

2.28 - **Creating Digital Experiences**

2.29 - **Tracking Infrastructures**

2.30 - **Tracking Infrastructure - Example**

2.31 - **AB & Multivariate Testing**

2.32 - **User Experience & Voice of Customer**

2.33 - **Personalization**

2.34 - **Running a Business with Tech**

2.35 - **The Importance of a CRM**

2.36 - **Analytical Practices**

2.37 - **Building Your Customer Journey**

2.38 - **Exercise: Creating Customer Journeys**

2.39 - **Messaging Tips**

2.40 - **Prepare your Messages**

2.41 - **Building your Technology Stack**

2.42 - **Advanced Marketing Strategies**

2.43 - **Exercise: Marketing Strategy from Scratch**

2.44 - **Course Project: Creating your Marketing Strategy**

2.45 - **Join the Live Q&A**

2.46 - **So far we learned...**

2.47 - **Getting your Course Certificate**

2.48 - **Congratulations & Thank you!**

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3.Copywriting & Content Marketing

Learn how to grab your audience's attention, keep them interested, entice them with desire for your product or service and close with an irresistible call to action. Then apply these skills to write impactful ad creatives and valuable content that gets the attention it deserves.

Lesons 57   Hours 12

3.1 - **Introduction to Copywriting**

3.2 - **Copywriting Measurements**

3.3 - **Key Principles of Copywriting**

3.4 - **The AIDA Formula**

3.5 - **Attention Grabbing Headlines**

3.6 - **Using Hooks to Keep them Interested**

3.7 - **Enticing Desire**

3.8 - **Creating Irresistible Calls to Action**

3.9 - **Example - Using the AIDA Formula**

3.10 - **Customer Development for Copywriting**

3.11 - **Using the Scientific Method to Improve your Copy**

3.12 - **The Angel's Cocktail**

3.13 - **The Devil's Cocktail**

3.14 - **Urgency, Scarcity & The Fear of Missing Out**

3.15 - **The Kiss Principle & Occam's Razor**

3.16 - **The Engagement Principle**

3.17 - **Founder Mining**

3.18 - **The Storyteller's Formula**

3.19 - **How to Flip Features into Benefits**

3.20 - **Getting Out of the Friend Zone**

3.21 - **Using Crooked Numbers**

3.22 - **Using Social Proof**

3.23 - **Show! Don't Tell**

3.24 - **Memorable and Remarkable**

3.25 - **Copywriting Preparation**

3.26 - **X-Factor Discovery**

3.27 - **Campaign Themes**

3.28 - **8 Great Copywriting Exercises**

3.29 - **Exercise - Copywriting Campaign Preparation**

3.30 - **Exercise 2 - Writing Copy for Ads**

3.31 - **Record & Test your Message**

3.32 - **Exercise 3 - Writing a Pitch**

3.33 - **Exercise 3 - Pitch Recording**

3.34 - **Introduction to Content Marketing**

3.35 - **The Compounding Effect of Content**

3.36 - **Are you ready for Content Marketing**

3.37 - **Content Types**

3.38 - **How to generate content ideas**

3.39 - **Example - Generating Content Ideas**

3.40 - **Keyword Research & Intent Matching**

3.41 - **Biggest Mistakes in Content Marketing**

3.42 - **Content Metrics & KPIs**

3.43 - **How to Make Great Content**

3.44 - **Great Content Examples**

3.45 - **The Value and Cost of Content**

3.46 - **Content Agenda & Pipelines**

3.47 - **How to Promote Your Content**

3.48 - **Exercise - Content Promotion Checklist**

3.49 - **How to Grow Your Audience**

3.50 - **User Generated Content**

3.51 - **Creating Viral Content**

3.52 - **The Specifics of YouTube**

3.53 - **Content Growth Strategies**

3.54 - **Course Project - Creating your Content Strategy**

3.55 - **Q&A**

3.56 - **Course Certificate**

3.57 - **Congratulations & Thank you!**

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4.Digital Advertising with Google

Master advertising with Google from a to z. Learn how to create any type of campaign for any situation and any business. Start with the most basic search campaigns and get to the most advanced campaign automations learning from a Premier Google Certified Partner.

Lessons 39   **Hours** 10

4.1 - **How PPC Works?**

4.2 - **Digital Advertising Metrics**

4.3 - **Adwords (Google Ads) & Search**

4.4 - **Keyword Research & Keyword Planner**

4.5 - **Other Keyword Tools**

4.6 - **Keywords & Match Types Explained**

4.7 - **Ad Groups & SKAGs**

4.8 - **Quality Score**

4.9 - **How to Bid Like a Pro?**

4.10 - **How to Write Great ads?**

4.11 - **The Google Targeting Options**

4.12 - **Google Account Structure**

4.13 - **Conversion Tracking & Google Analytics**

4.14 - **Connecting Google Accounts**

4.15 - **The Power of Optimization**

4.16 - **A/B & Split Testing of Ads, Keywords & More**

4.17 - **Conversion Rate Optimization**

4.18 - **Display Advertising**

4.19 - **Remarketing Campaigns**

4.20 - **Google Shopping**

4.21 - **YouTube Ads**

4.22 - **Local Service Ads**

4.23 - **Ad Extensions**

4.24 - **Click-To-Call Ads**

4.25 - **Google Ad Sense**

4.26 - **What is MCC?**

4.27 - **Getting Certification by Google**

4.28 - **The Google Partners Program**

4.29 - **Types of Campaigns you can do in Google**

4.30 - **Scaling Ad Campaigns**

4.31 - **The Google Ads Editor**

4.32 - **Display Advertising Beyond Google**

4.33 - **Media Buying Platforms**

4.34 - **Premium Advertising**

4.35 - **Demand Side Platforms**

4.36 - **Ad Exchanges & Ad Networks**

4.37 - **Ad Mob & Mobile Platforms**

4.38 - **TV & Video Platforms**

4.39 - **Double Click & Programmatic Advertising**

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5.Social Media Marketing

Spread your message through social media without spending a penny with viral campaigns on Facebook, Instagram, YouTube, Twitter, Linkedin, Snapchat, Tik Tok and many other social networks. Learn how to make over 100 pieces of content in a day.

Lesons 38   **Hours** 10

5.1 - **What is Social Media Market-**

5.2 - **Preparing your Social Profiles**

5.3 - **Creating your Social Media**

5.4 - **Facebook & Instagram**

5.5 - **YouTube**

5.6 - **Linkedin**

5.7 - **Snapchat**

5.8 - **Twitter**

5.9 - **Tik Tok**

5.10 - **Pinterest**

5.11 - **Quora**

5.12 - **Reddit**

5.13 - **Medium**

5.14 - **The First Followers**

5.15 - **Groups & Communities**

5.16 - **Facebook for Business**

5.17 - **The Social Agenda & Schedulers**

5.18 - **Social Media Marketing Tools & Software**

5.19 - **Social Media Marketing Automation**

5.20 - **Chat bots**

5.21 - **Viral Campaigns**

5.22 - **Stomp Campaigns**

5.23 - **Hype Campaigns**

5.24 - **Involvement Campaigns**

5.25 - **Contest Campaigns**

5.26 - **User Generated Content**

5.27 - **Polls**

5.28 - **Giveaways**

5.29 - **Stories**

5.30 - **Trend Riding**

5.31 - **Behind The Scenes Content**

5.32 - **A Note on Hashtags**

5.33 - **Facebook Live**

5.34 - **Personal Branding**

5.35 - **Influencer Campaigns**

5.36 - **Interacting With Followers**

5.37 - **Social Media Campaign Examples**

5.38 - **100 Pieces of Content in a Day - Challenge**

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6.Social Media Advertising

In this course we will show you how to dominate with advertising on social meda by teaching you all the tricks of the trade. We will use the most popular platforms but you can apply the same knowledge to any new and up and coming social network.

Lesons 56   Hours 9

6.1 - **Facebook & Instagram**

6.2 - **How to Dominate on Social**

6.3 - **Success Stories**

6.4 - **Business Manager**

6.5 - **How to Set up an Advertising Account**

6.6 - **The Facebook Pixel & Facebook Insights**

6.7 - **Facebook Specific Metrics**

6.8 - **Custom Conversions and Standard Events**

6.9 - **Facebook Pixel for Apps**

6.10 - **Boosting Posts**

6.11 - **Facebook Ad Structure**

6.12 - **Create Your First Ad**

6.13 - **Campaign Objectives**

6.14 - **Campaign Budget Optimisation**

6.15 - **Targeting by Location & Demographics**

6.16 - **Targeting By Interests**

6.17 - **Targeting By Behaviors & Connections**

6.18 - **Custom Audiences**

6.19 - **Lookalike Audiences**

6.20 - **Ad Placements**

6.21 - **Budgets & Bidding Options**

6.22 - **Key Ad Policies (Facebook & Instagram)**

6.23 - **Facebook Marketing Partners (FMP's)**

6.24 - **Ad Creatives & Ad Types**

6.25 - **Single Image Ads**

6.26 - **Carousels & Slideshows**

6.27 - **Video Ads**

6.28 - **Lead Generation Ads**

6.29 - **Instagram Ads**

6.30 - **Collection Ads**

6.31 - **Offer Claim Ads**

6.32 - **Local Ads**

6.33 - **Event Response Ads**

6.34 - **Canvas Ads**

6.35 - **Dynamic Ads**

6.36 - **Instant Experiences**

6.37 - **Tips to Write a Winning Ad**

6.38 - **Place an Ad Order**

6.39 - **Page Likes With Custom Audiences**

6.40 - **Awareness Campaigns**

6.41 - **Purchase Campaigns**

6.42 - **Remarketing Campaigns**

6.43 - **Satisfaction Campaigns**

6.44 - **Product Feeds**

6.45 - **Upselling & Offers**

6.46 - **Social Advocacy Campaigns**

6.47 - **Split Testing Ads & Audiences**

6.48 - **Ad Reporting**

6.49 - **How to View Your Billing Summary**

6.50 - **Managing Tons of Campaigns**

6.51 - **Managing Comments and Reviews**

6.52 - **How to Start a Facebook Ads Business**

6.53 - **Twitter**

6.54 - **Linkedin**

6.55 - **Pinterest**

6.56 - **New & Upcoming Social Networks**

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7.Email Marketing

From using email for customer acquisition and retention to creating automated email flows and personalized customer journeys we will leave no stone unturned when it comes to email marketing in this beginner to master course.

Lesons 20   **Hours** 9

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8.Ecommerce Mastery

We've helped our ecommerce customers make over 7 million transactions and over half a billion dollars in revenue. In this course you will learn how to plan, create, manage and grow online stores successfully over and over again.

Lesons 62   **Hours** 11

12.1 - **Ecommerce Business Planning**

12.2 - **Ecommerce Problems**

12.3 - **What do you want to sell?**

12.4 - **What do you need to sell?**

12.5 - **Where and to who?**

12.6 - **How You Sellin it?**

12.7 - **The Anatomy of an Order**

12.8 - **Online Store Prep Checklist**

12.9 - **Components of an Ecommerce Business**

12.10 - **Marketing Mix for Ecommerce Business**

12.11 - **Needed Functionalities**

12.12 - **Software Platform Choices**

12.13 - **Ecommerce Pages Overview**

12.14 - **The Home Page**

12.15 - **The Category Pages**

12.16 - **The Product Page**

12.17 - **Product Content**

12.18 - **Product Descriptions & Presentation**

12.19 - **Product Photography & 3D Demos**

12.20 - **Product, Variations, Options & SKUs**

12.21 - **The Product Page Framework**

12.22 - **Product Comparison**

12.23 - **Online Store Search**

12.24 - **The Checkout Process**

12.25 - **The Account Page**

12.26 - **The Wish List**

12.27 - **The About Us Page**

12.28 - **Legal Pages**

12.29 - **The Contact Page**

12.30 - **Technical Setup**

12.31 - **Ecommerce Design Principles**

12.32 - **Mobile Version & Responsive Design**

12.33 - **User Interface & Experience**

12.34 - **Internationalization**

12.35 - **Tracking Infrastructure & Analysis**

12.36 - **Online Store Loading Speed**

12.37 - **Ecommerce Marketing**

12.38 - **Offiers, Promotions & Deals**

12.39 - **Ecommerce Labels**

12.40 - **Selling & Upselling**

12.41 - **Online Store SEO**

12.42 - **Usability Testing**

12.43 - **Online Store Reviews**

12.44 - **Product Testimonials & Comparisons**

12.45 - **Ecommerce Trust Factors**

12.46 - **Social Integrations & Advocacy Infrastructure**

12.47 - **Ecommerce Emails & Notifications**

12.48 - **The Big Players - Amazon, eBay, Etsy**

12.49 - **Price Comparison Portals**

12.50 - **Ecommerce Operations**

12.51 - **Online Store Management**

12.52 - **Store Administration**

12.53 - **Customer Service**

12.54 - **Payments & Refunds**

12.55 - **Shipping & Fulfillment**

12.56 - **Stock, Logistics & Supply Chain**

12.57 - **Inventory & Warehouse Management**

12.58 - **Legal, Accounting, Taxes & Invoicing**

12.59 - **Ecommerce Security**

12.60 - **B2B & Wholesale Stores**

12.61 - **The Modern E-commerce Technology Stack**

12.62 - **Auditing Ecommerce Businesses**

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9.Analytics & Conversion Optimization

In this eye-opening and frankly mind blowing course you will learn not only how to collect all of your business data in one place by building your tracking infrastructure but also how to use it to answer questions, make data driven decisions and even make the data work for you.

Lesons 53   Hours 9

9.1 - **What is Analytics?**

9.2 - **Introduction to Google Analytics**

9.3 - **The Google Analytics Demo Data Account**

9.4 - **What Does Analytics Measure**

9.5 - **The Standard Reports**

9.6 - **Detailed Reports**

9.7 - **Intro to Segmentation**

9.8 - **Asking the Data to Answer Questions**

9.9 - **Tracking Google Ads**

9.10 - **Adding Search Console**

9.11 - **Adding Merchant Center**

9.12 - **Campaign Tracking & Tagging**

9.13 - **Goals & Conversions**

9.14 - **Site Search Analytics**

9.15 - **Conversion Funnels**

9.16 - **Ecommerce Tracking**

9.17 - **Events Tracking**

9.18 - **Magic Moments**

9.19 - **Annotations**

9.20 - **Intelligence Events**

9.21 - **Attribution Modeling**

9.22 - **Call Tracking**

9.23 - **The Analytics Settings**

9.24 - **Offline Tracking**

9.25 - **Testing your Setup with Real-time**

9.26 - **Cart Abandonment**

9.27 - **Google Optimize & Data Studio**

9.28 - **Using Data for Dashboards**

9.29 - **Predictive Analytics**

9.30 - **Democratizing Data**

9.31 - **Data-Driven Decision Making**

9.32 - **Pareto's Law**

9.33 - **Data Safety & Permissions**

9.34 - **What is Conversion Rate Optimization?**

9.35 - **Optimization Best Practices**

9.36 - **Clicktale & Hotjar**

9.37 - **Heat Maps**

9.38 - **Click Maps**

9.39 - **Attention Maps**

9.40 - **Scroll Maps**

9.41 - **Session Recording**

9.42 - **Form Tracking**

9.43 - **Feedback Polls & Customer Surveys**

9.44 - **VWO & Unbounce**

9.45 - **The Gestalt Principles**

9.46 - **UX Design**

9.47 - **A/B, Multivariate & Split Testing**

9.48 - **Hypothesis Testing**

9.49 - **Content Impact Testing**

9.50 - **Usertesting & Concept Feedback**

9.51 - **Other Tools & Software**

9.52 - **Website CRO**

9.53 - **Ecommerce CRO**

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10.Search Engine Optimization

Nobody on earth can tell you exactly what you need to do to rank 1st in the search engines. But we can teach you how search engines work and what are all the tricks and tactics the best in the business are using to rank websites at the top of the search results.

Lesons 31   **Hours** 11