



Digital Marketing Fundamental

CHALLENGES AND OPPORTUNITIES



TEAM

What is Digital Marketing

Digital marketing is advertising and marketing the products or services of a business over Internet.

In Digital marketing, you can promote the products and services via websites, blogs, email, social media, forums, Whatsapp , Call , SMS and Mobile Apps.

Digital marketing is also termed as Web marketing, Internet marketing, or Online Marketing.

WHY DIGITAL MARKETING IS IMPORTANT FOR YOUR BUSINESS



Digital Marketing v/s Traditional Marketing

	Digital Marketing	Traditional Marketing
<i>Meaning</i>	Communication through digital channels.	Communication through offline channels.
<i>Ways</i>	Social media, Web, Mobile, LinkedIn, etc.	Television, Radio, Newspaper, Billboards, Flyers, Signposts, Magazine Ads.
<i>Communication Gap Capacity</i>	Highly interactive and in real time	Very little interaction.
<i>Costs</i>	Not costly	Very costly
<i>Results</i>	Can easily be measured.	Cannot be easily measured.
<i>Customization</i>	Can be customised and targeted towards specific audiences	Cannot be customised towards specific audiences
<i>Ideal Target Market</i>	Here we can choose our own target market.	As it's a generic, we cannot choose our own target market
<i>Exposure</i>	Broad and widespread across the globe	Limited and focused in a particular zone, area.



What are the benefits Of Digital Marketing?

- Global reach
- Cost-Efficient
- Trackable and Measurable results
- Data and results are recorded
- Personalization
- Interaction
- Cash Back Offers

Which are the appropriate channels?

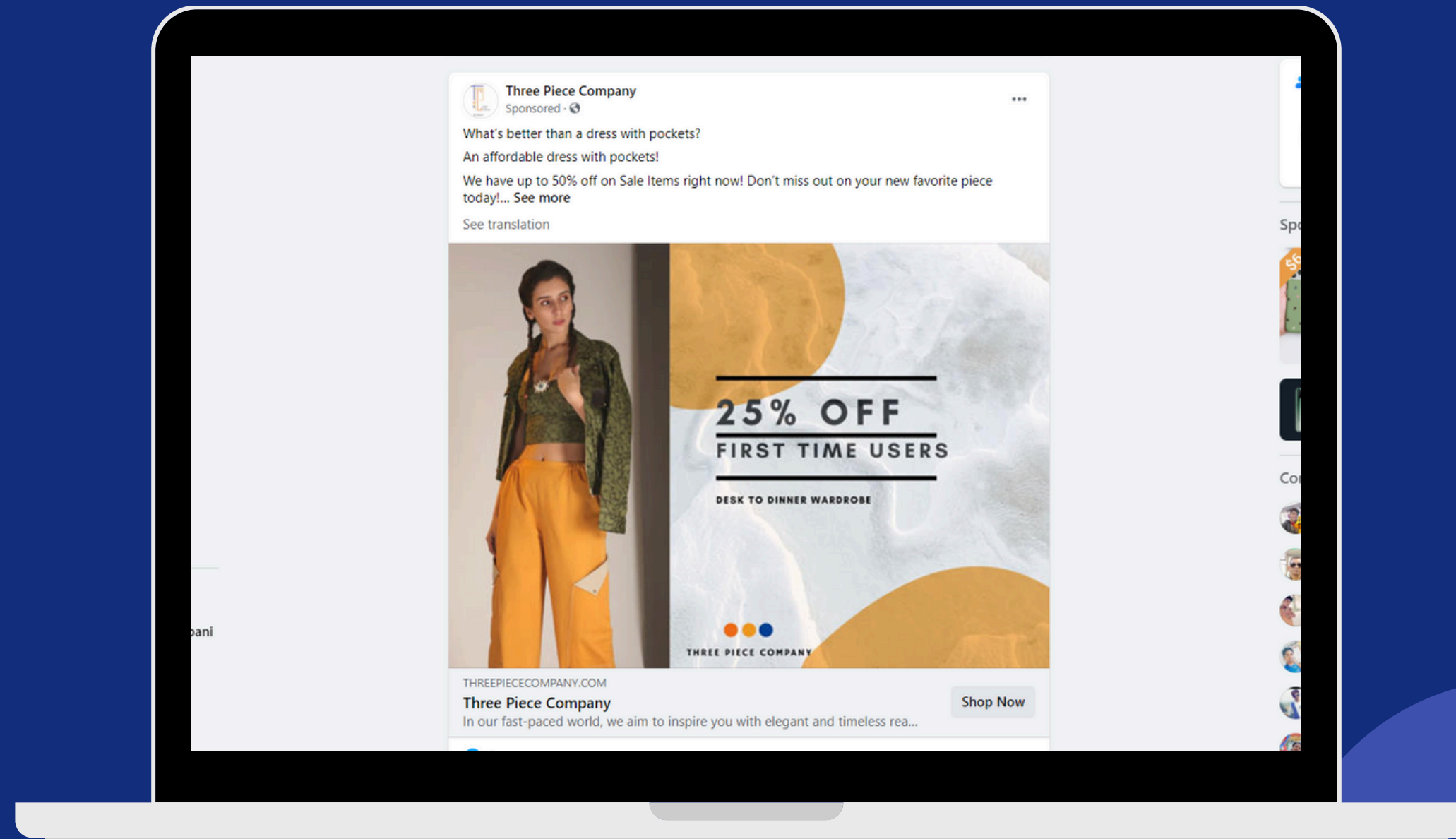
Demand Generation ↔ *Demand Fulfillment*

- Search Engine Optimization (SEO)
- Pay-per-click advertising (PPC)
- Content marketing
- Social Media Marketing (SMM)
- Affiliate marketing
- Email marketing
- Display advertising
- Video advertising

Demand Generation

Demand generation is a data-driven marketing strategy that creates awareness of and interest in a company's offerings through the use of technology.

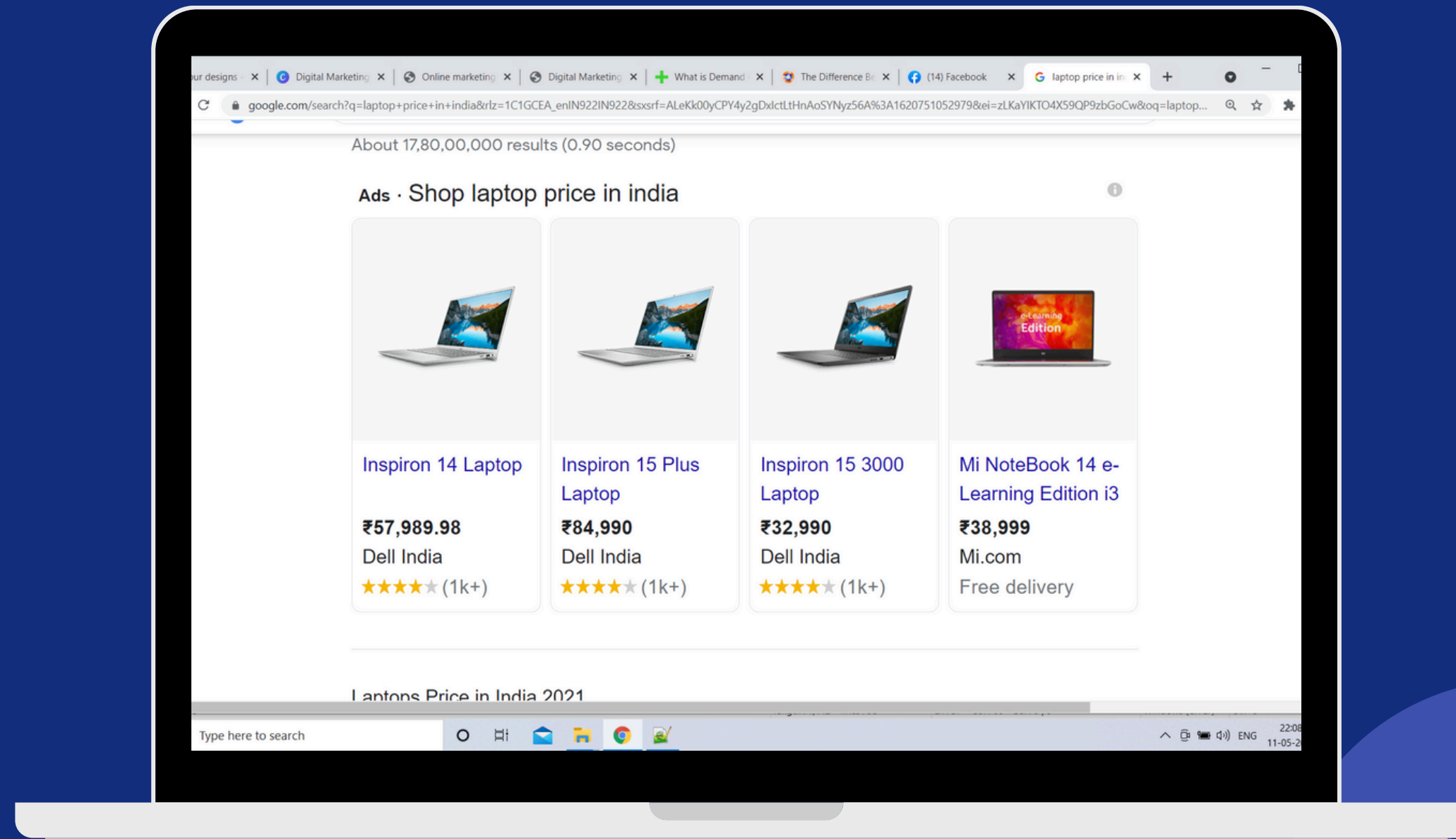
Example : Facebook Ads



Demand Fulfillment

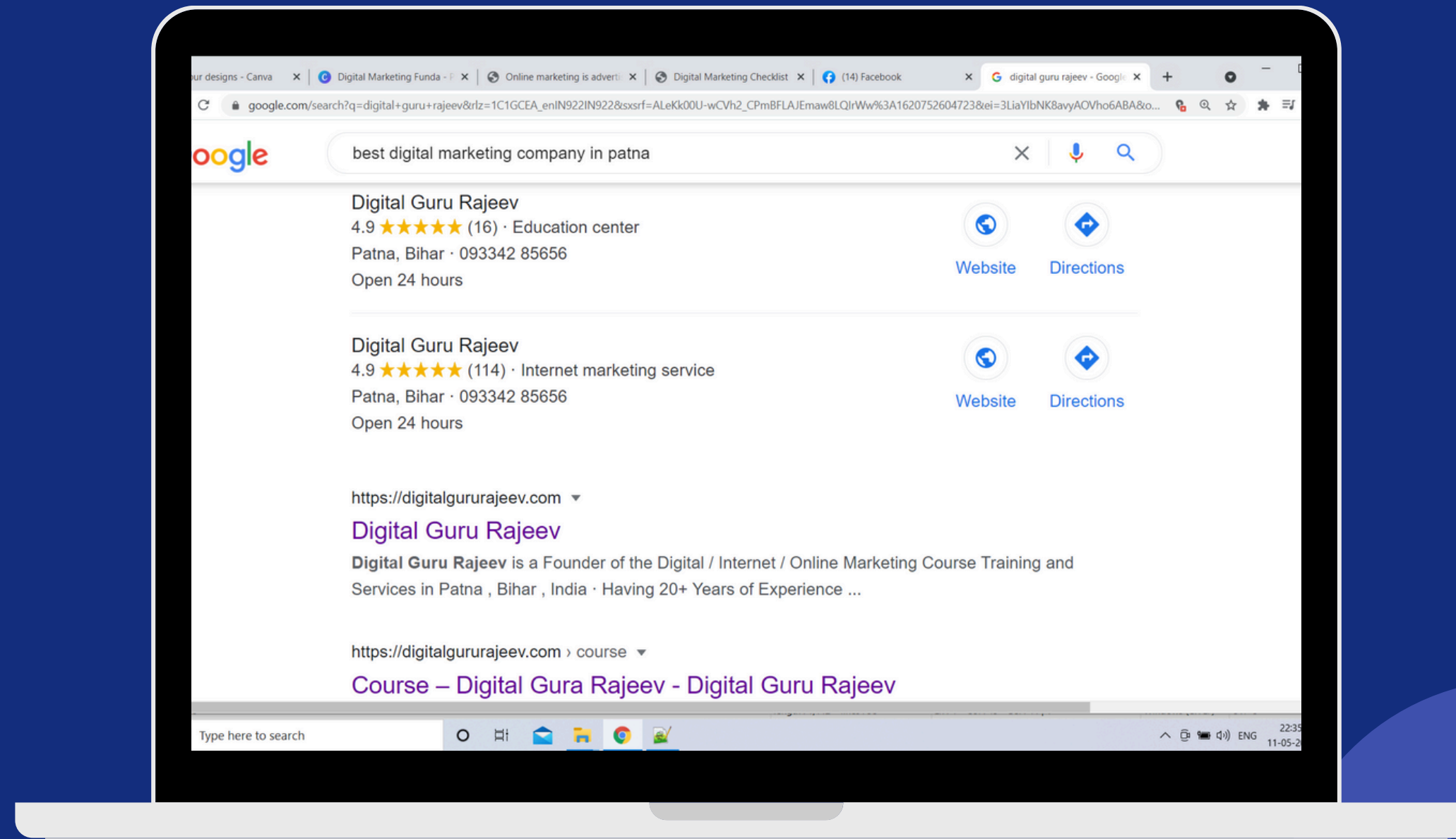
It's all about directing you to the information you're seeking.

Example : Google Search / Shopping Ads



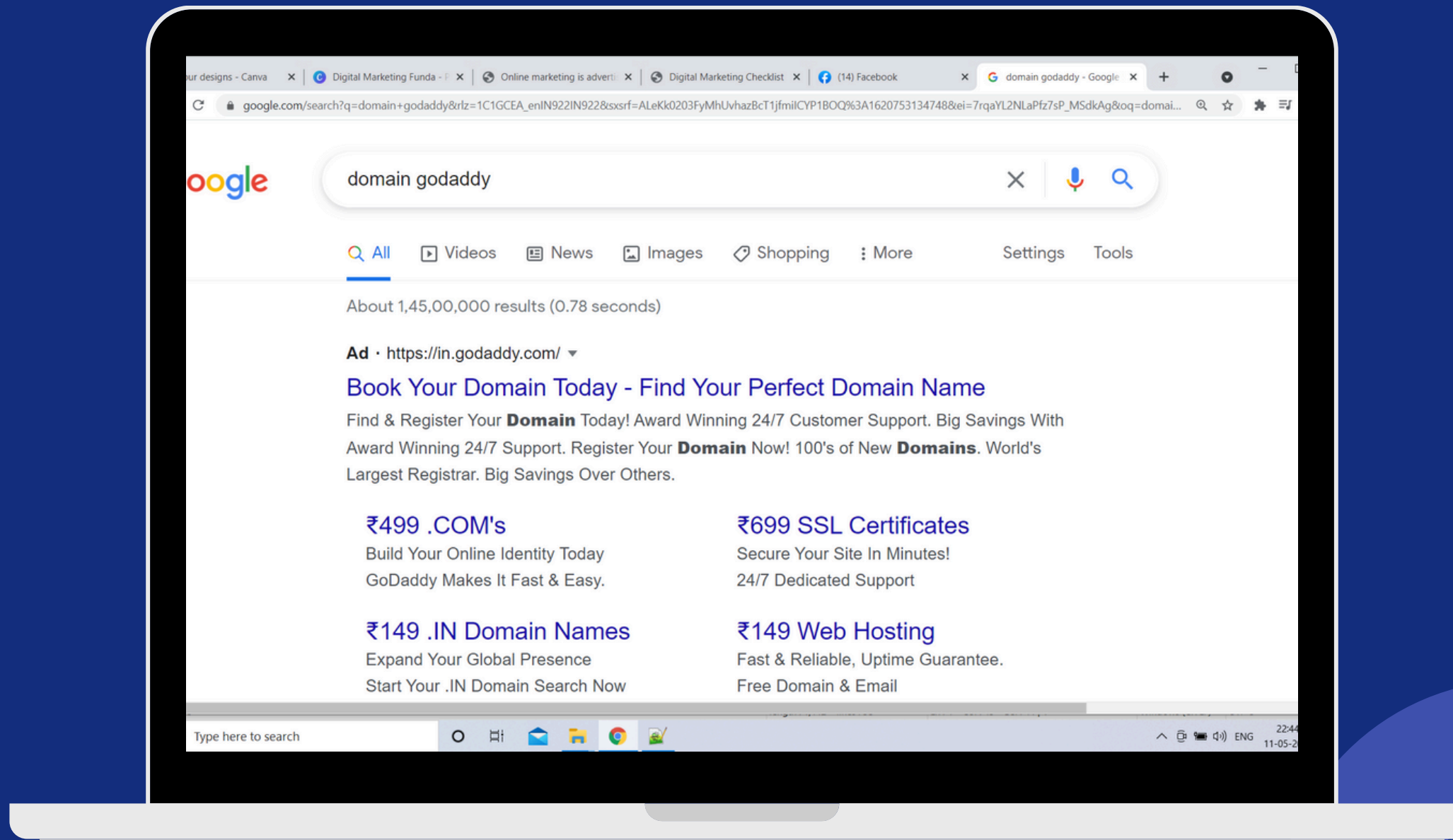
Search Engine Optimization (SEO)

It is applicable to those entrepreneurs who have their own business website. Search Engine Optimization or SEO as it is popularly called is basically getting websites or specific web pages to show up on search engines (e.g. Google) when specific keywords are used as search terms. SEO helps a brand gain visibility across search engines and across online geographies.



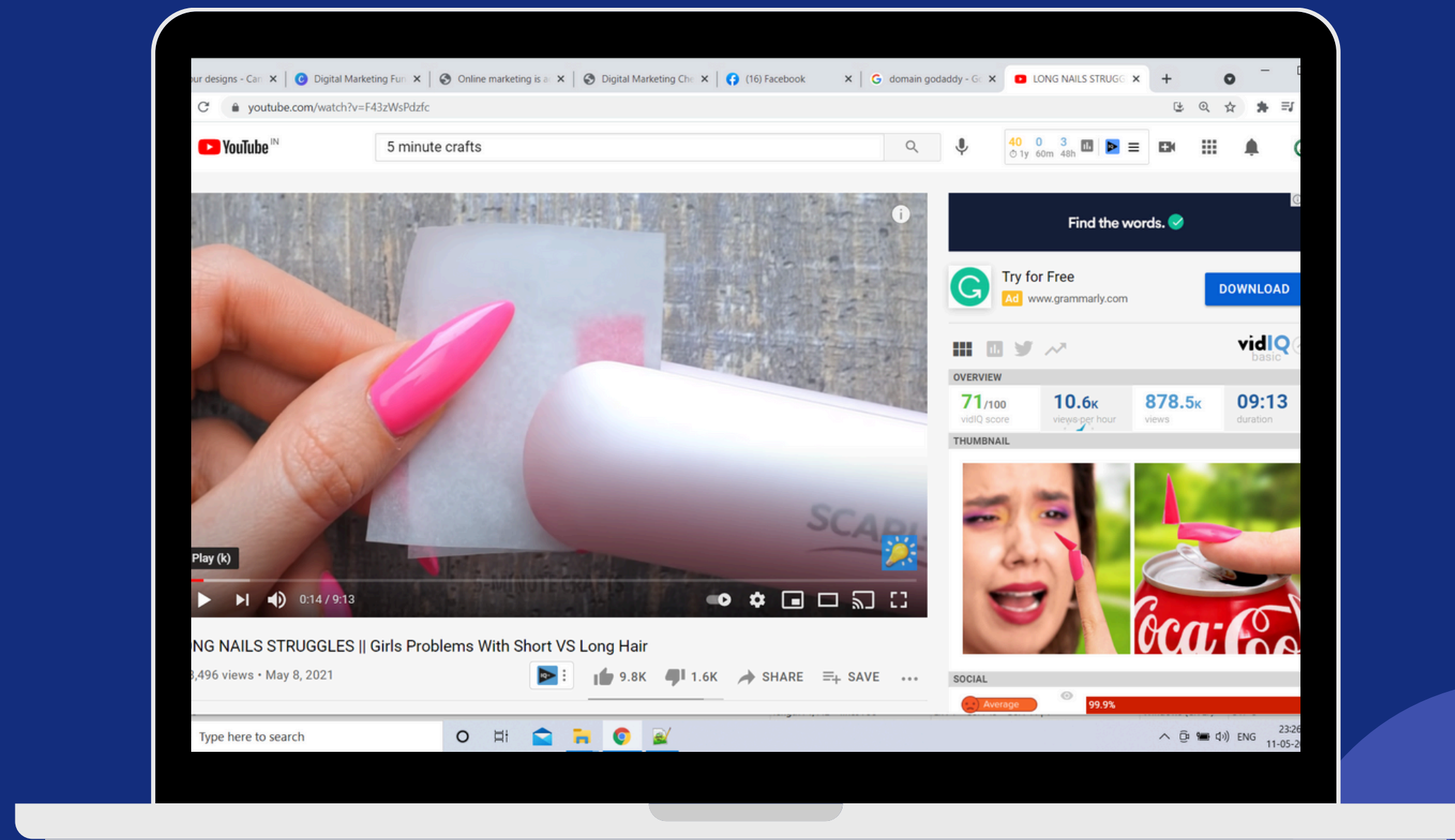
Pay-per-click advertising (PPC)

This is a model of internet marketing in which advertisers pay a fee each time a potential customer clicks on one of their ads. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits through a direct type on google or any other search.



Content marketing

Content is central to all marketing campaigns and activities. Content marketing involves choosing the right content to highlight your product/service on several digital marketing channels. The content displayed in this form of marketing can be in the form of blogs, infographics or video and it must be very focused as per the target audience.

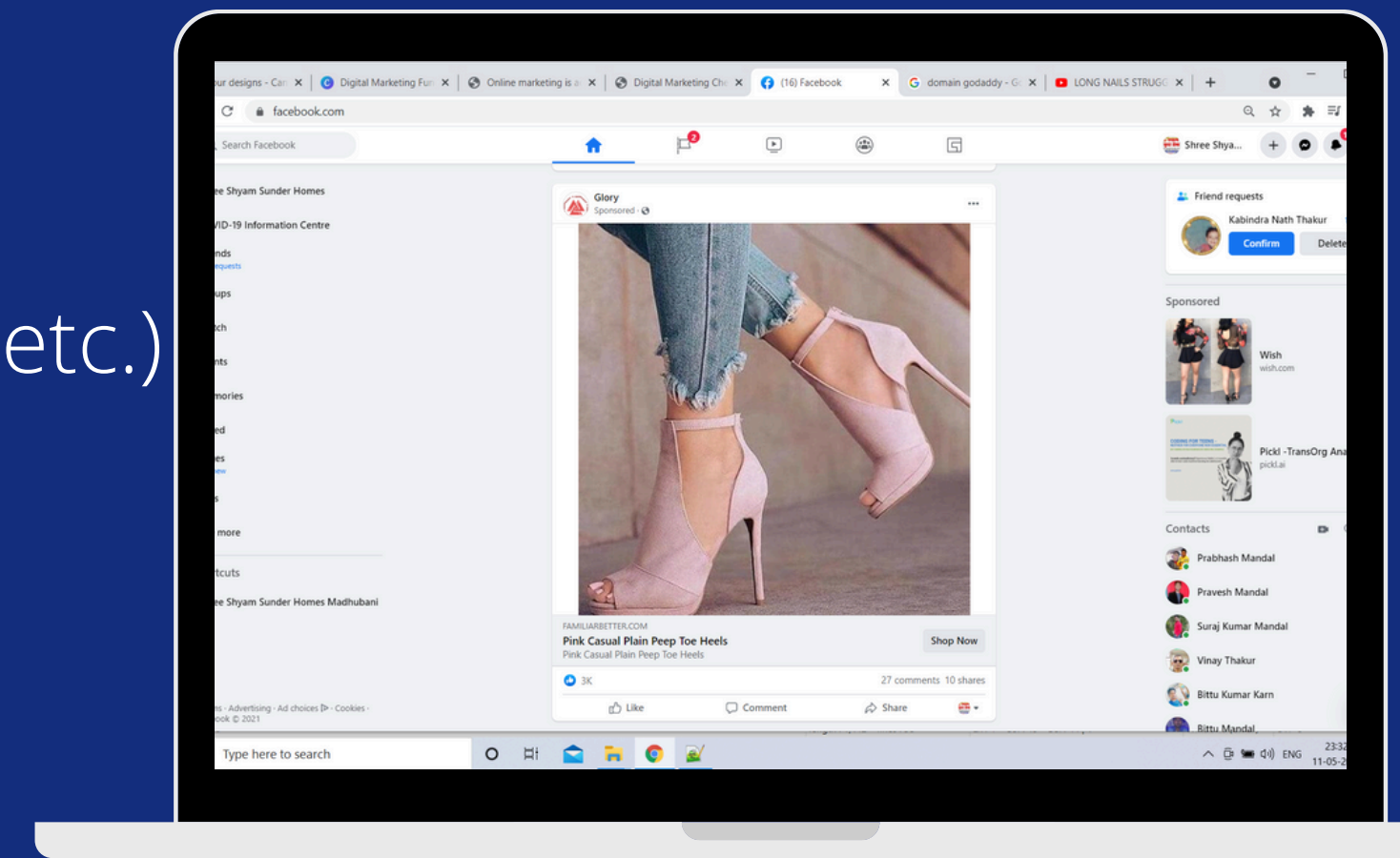


Social Media Marketing (SMM)

Social Media Marketing, as the name suggests, is a digital marketing channel used to promote and market brands or businesses on various social media platforms. Some of the popular social media marketing platforms include Facebook, Twitter, LinkedIn, Instagram, etc. The platform you choose depends on whether you are B2B or B2C apart from a whole lot of other factors including your brand's business goals.

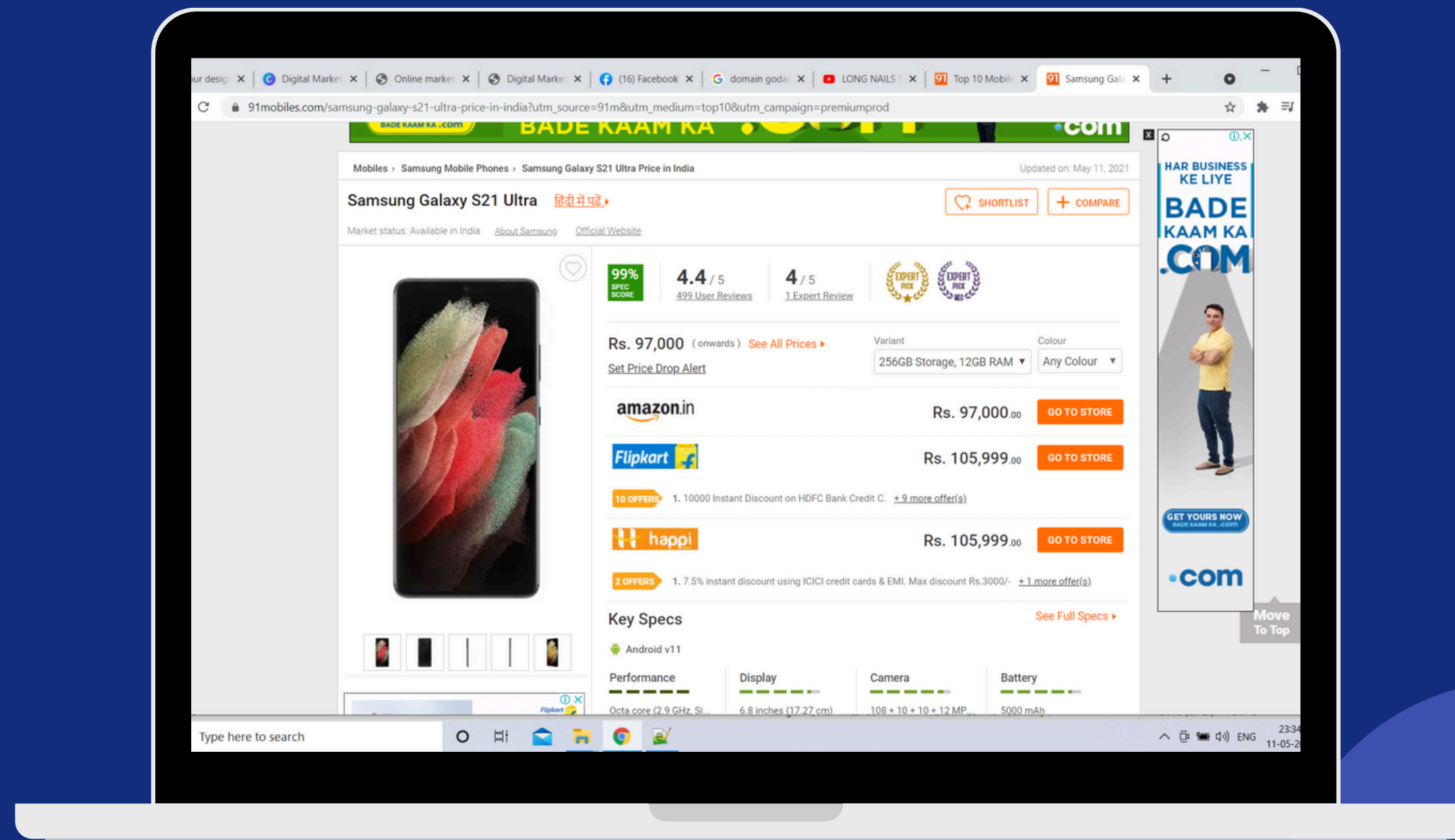
The different types of social media platforms to serve Ads:

- Social networking (Facebook, LinkedIn, etc.)
- Microblogging (Twitter, Tumblr)
- Photo sharing (Instagram, Snapchat, Pinterest)
- Video sharing (YouTube, Facebook Live, Instagram, etc.)



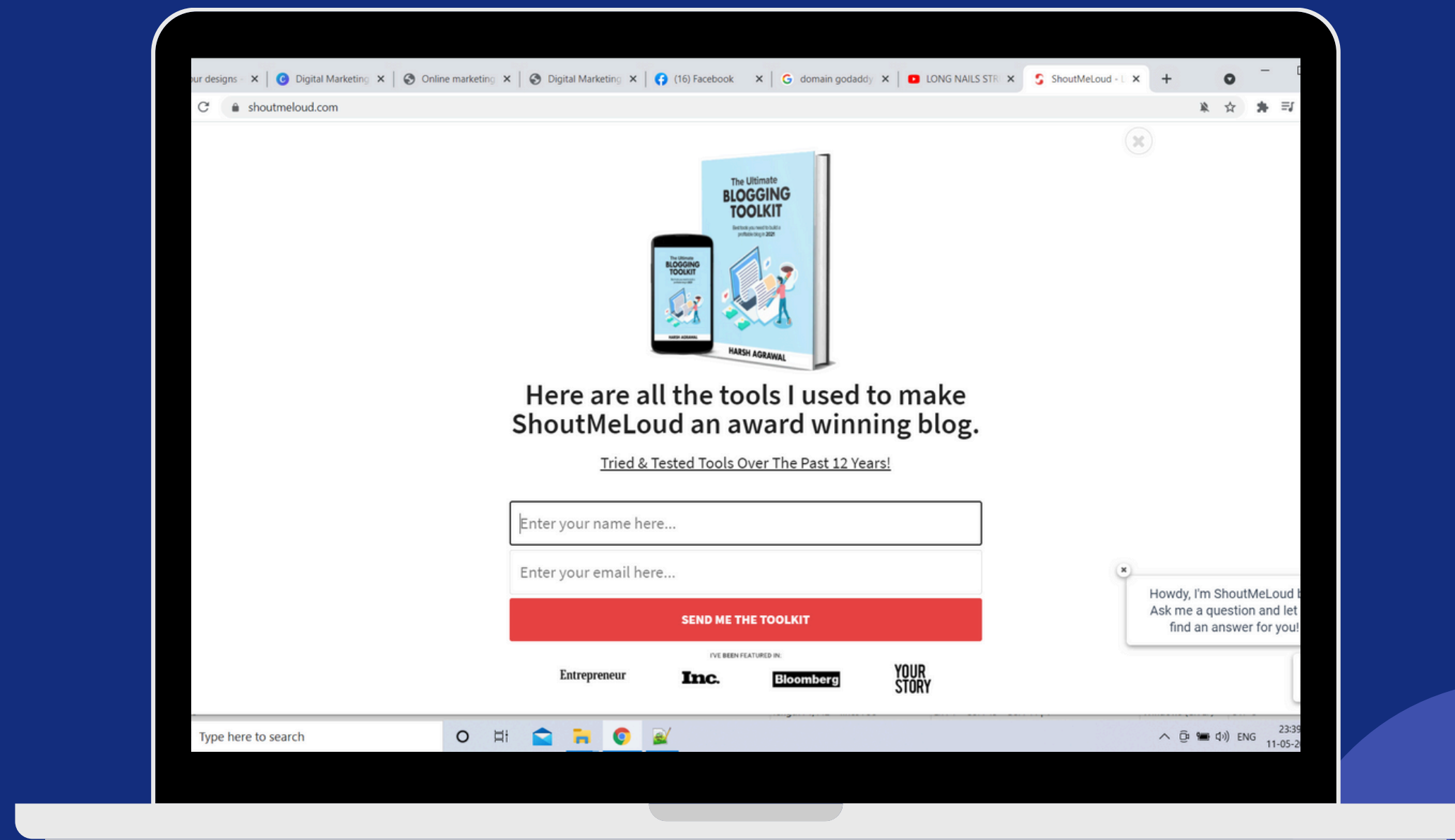
Affiliate marketing

It is a platform where one business is promoted on another business website and traffic is drawn through that route. Affiliate marketing is a business which brings profit at both ends. Your partners or referrals can mention your website and backlink it to your own. This way both businesses can mutually take advantage of customers visiting each other's pages online.



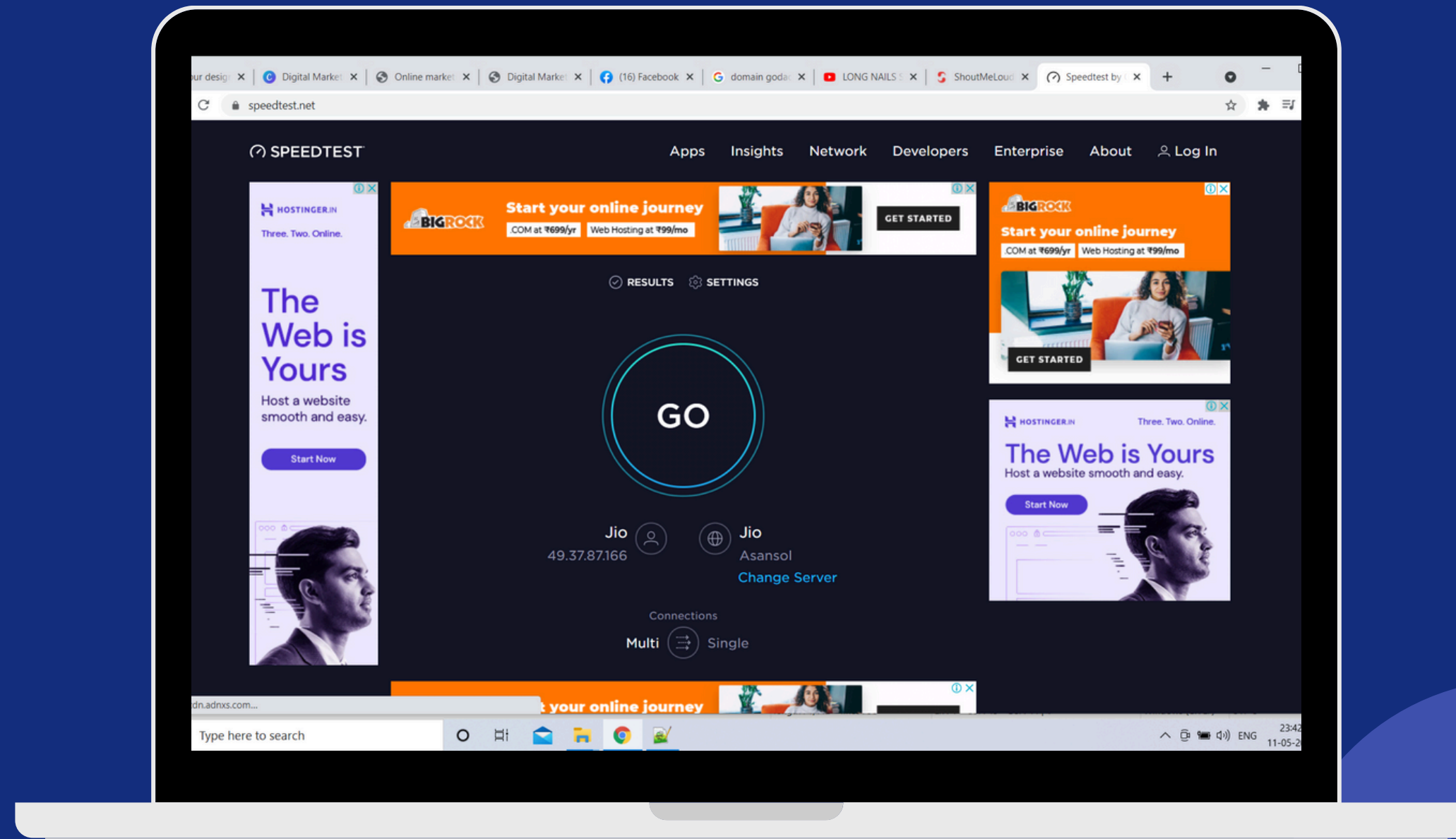
Email marketing

Email marketing is a digital marketing channel which is used to market brands and businesses through emails. It is a way to reach consumers directly interested in your business at a relatively low cost.



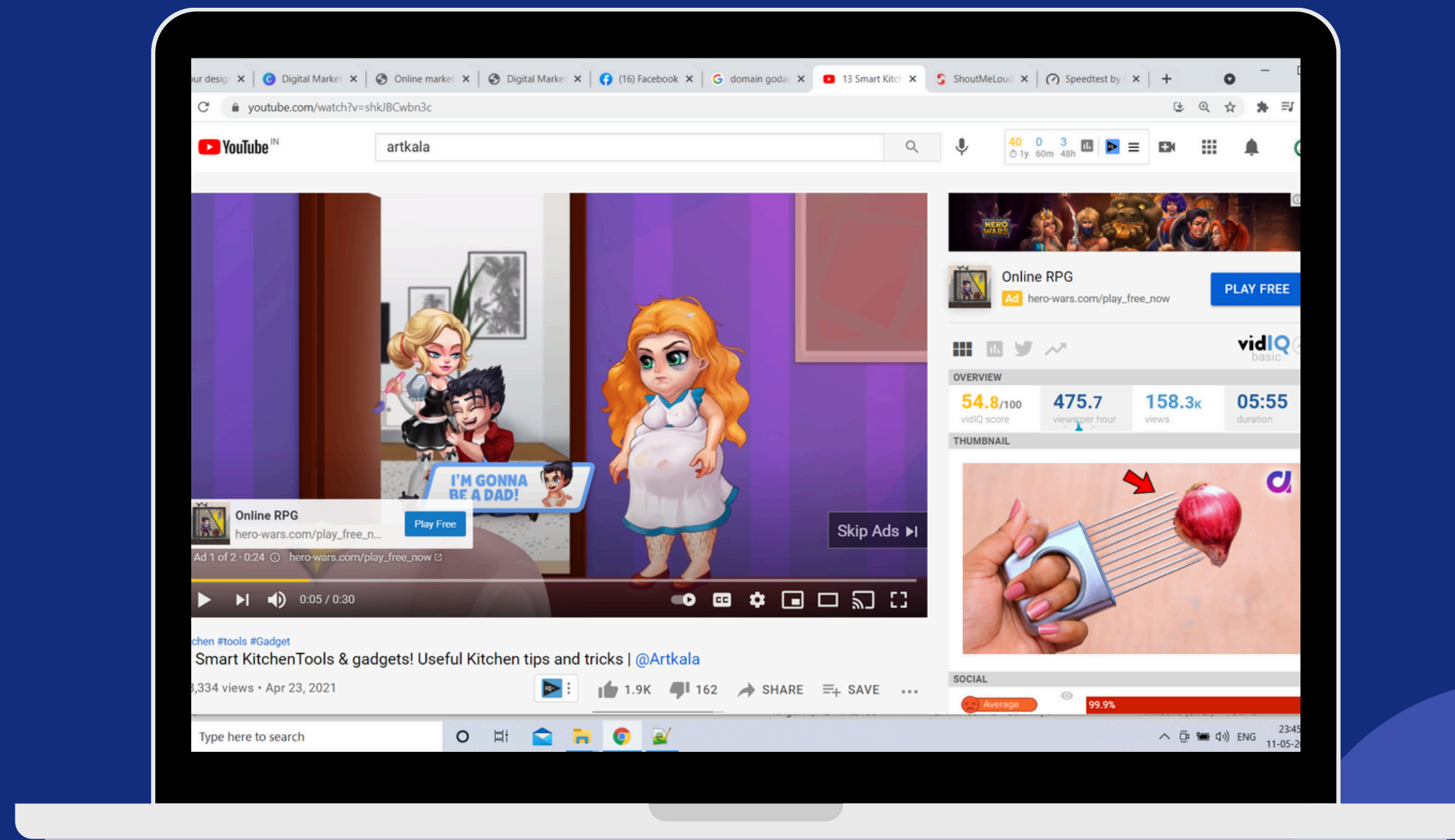
Display advertising

As the term infers, Online Display Advertising deals with showcasing promotional messages or ideas to the consumer on the internet. This includes a wide range of advertisements like advertising blogs, networks, video ads, contextual data, ads on the search engines, classified or dynamic advertisement, etc.



Video advertising

Where advertisements are played on online videos, this is now one of the biggest ways to advertise and promote your business. YouTube is a platform where you can upload promotional videos of your business.



My 7 Layer Digital Marketing Funnel



Brand Awareness

Lead Generation

Relation Building

Conversion

Analysis

Conversion Optimizations

Audit Report



Brand Awareness

Create / Optimize Website

Create / Optimize Facebook page

Create / Optimize LinkedIn page

Create / Optimize Twitter

Create / Optimize Youtube Channel

Create / Optimize Instagram for
Business

Create / Optimize Pinterest

Create / Optimize Business WhatsApp

Create / Optimize TikTok

Create / Optimize Google My
Business

Create / Optimize Bind Local
Listing

Create / Optimize Google Ads

Create / Optimize Social Post
Scheduler

Create / Optimize FB Watch,
FB Profile frame

Make Free / Paid Online
Courses LMS

Create / Optimize Justdial/
Sulekha / Quora

Lead Generation

Lead Generation using Facebook Lead Ads Form
Lead Generation using Facebook Event Form
Lead Generation using website Form
Lead Generation using popup Form
Lead Generation using Whatsapp Integration into website
Lead Generation using LinkedIn Form
Lead Tracking using Facebook pixel Tracking

Lead Tracking using Google Analytics Tools
Lead Tracking using Hotjar
Integrate single one for subscriber
Lead Generation using Webinar
Lead Generation using Mailchimp Newsletter Subscriber
Lead Generation using Facebook Messenger Bots Integration into website

Relation Building

Automated Welcome Email Sequence

Automated Newsletter / RSS Feed weekly Sequence

Automated / Manual Whatsapp Broadcast Sequence

Automated SMS Sequence

Run Remarketing Ads using Facebook pixel for those who visited my website

Run Remarketing Ads using Facebook pixel for those who Engage in my Facebook page/ Event

Run Remarketing Ads using Google Tracking code for those who visited My website

Lead Tracking using Google Analytics Tools

Conversion

Provide Offer via Email, website, Facebook conversion Ads, Twitter, Youtube, FB watch, Bulk SMS, Bulk Whatsapp, LinkedIn, Recorded voice call- Parallel.

Organize Event that can attract Student / customer at your place

Offer Closing Message using above Channel

Analysis

Analysing your Web Traffic ✓

Analyse Your Target Customer. ✓

Managers get to know how did the visitors gain knowledge of their website. ✓

Which parts of the website is usually responsible for a visitors to find the least attractive. ✓

We analyse how much time does a user usually spend on the website before they choose to leave. ✓

Conversion Optimizations

Improve CRO using Google Analytics ✓

Improve CRO using Facebook Inside ✓

Improve CRO using Tracking Tools | SEO tools ✓

Audit Report

Report for Your Web Traffic ✓

Report for your Target Customer ✓

Report for to know how did the visitors gain knowledge of their website ✓

Which parts of the website is usually responsible for a visitor to find the least attractive ✓

Analyse Report how much time does a user usually spend on the website before they choose to leave ✓

All Type of Report you need ✓

To Do List for Digital Marketing

Step 1: Create www.canva.com Account for Graphic Design

Step 2: Create Gmail for your Business : YourName.com@gmail.com

Step 3: Create / Optimize Website : www.YourName.com

Step 4: Create Webmail for your Business : info@YourName.com

Step 5: Integrate Gmail with Webmail or CRM

Step 6: Create / Optimize Facebook Profile : Your Account

Step 7: Create / Optimize Facebook Page : fb.com/YourName

Step 8: Create / Optimize Facebook Public Group : fb.com/group/I Love my India

Step 9: Create / Optimize Facebook Page Group : fb.com/group/YourName Group

Step 10: Create / Optimize Google My Business : YourName

Step 11: Create / Optimize Twitter Account

Step 12: Create / Optimize Instagram Business Account

Step 13: Create / Optimize LinkedIn Profile : Your Account

Step 14: Create / Optimize LinkedIn Company Page : YourName

Step 15: Create / Optimize Pinterest Profile : Your Account

To Do List for Digital Marketing

Step 16: Create / Optimize Pinterest Business Account : YourName

Step 17: Create / Optimize YouTube Brand Account : YourName

Step 18: Create / Optimize Business Whatsapp : Create Group and Broadcast

Step 19: Create / Optimize Telegram : Create Group and Channel

Step 20: Create / Optimize messenger bots

Step 21: Integrate Facebook Page + Group + Whatsapp + Messenger bots + instagram + Direct

Step 22: Integrate All Social Media Account with each others

Step 23: Create / Optimize Google Ad Account

Step 24: Create / Optimize Google Analytics Account

Step 25: Create / Optimize AdSense Account

Step 26: Create / Optimize Google Search Webmaster Account

Step 27: Create / Optimize Facebook Ads Brand Promotion / Lead / Remarketing

Step 28: Create / Optimize Google Ads Search / Display / GBM / Video (YouTube)

Step 29: Create / Optimize SMS / Whatsapp / Telegram Marketing

Step 30: SEO for Website / Google Map / Video / FAQ

To Do List for Digital Marketing

Step 32: Remarketing setup (Facebook pixel , Google)

Step 33: Shopify Account

Step 34: Payment Gateway (Your Name (Bankwala), Bank Ac No, IFSC Code , PAN ,
Mobile No , Email , GST with current Account is good)

Step 35: for More Visibility other account - quora , OLX ,etc

Step 36: Digital Visiting Card for Business / Personal

How to Drive Traffic to Website / Products :

Facebook Ads Marketing

Google Ads Marketing (Search ad , Display ad , shopping ad)

YouTube Ads Marketing

SEO : Local / Dropshipping / Video / Website / Products

Note: Please suggest more ideas in comment

To Do List for Digital Marketing

Step 1: Create www.canva.com Account for Graphic Design

The screenshot displays the Canva website interface. At the top, there's a navigation bar with links for Home, Templates, Features, Learn, and Pricing. A search bar contains the text "Try 'Ebook Cover'". A prominent purple button labeled "Create a design" is visible. Below the navigation bar, a grid of template categories is shown, including Social Media, Personal, Business, Marketing, Education, and Trending. Each category lists specific design types like Instagram Stories, Invitations, Presentations, Posters, Classroom Decor Kits, and Canvas Prints. A "More" button is also present. Below the categories, there's a section for "Your designs" showing a carousel of previously created or suggested designs, including a "Digital Marketing Fundamental" poster, a "PUJA EDUCATIONAL & WELFARE TRUST" logo, and a "FREE Online Class" announcement. A "Try Canva Pro" button is located in the bottom left corner. The Windows taskbar at the bottom shows the time as 16:32 on 12-05-2021.

Home - Canva | Digital Marketing Funda - Presentations | Home - Canva

canva.com

Canva Home Templates Features Learn Pricing

Try "Ebook Cover"

Create a design

Recon All you Shared Brand Create All you Trash Starred DGR

Social Media

- Instagram Stories
- Instagram Posts
- Facebook Posts
- Facebook Covers
- YouTube Channel Art
- LinkedIn Banners

Personal

- Invitations
- Cards
- Resumes
- Postcards
- Weekly Schedule Pla...
- T-Shirts

Business

- Presentations
- Websites
- Logos
- Business Cards
- Invoices
- Business Letterheads

Marketing

- Posters
- Flyers
- Infographics
- Brochures
- Newsletters
- Proposals

Education

- Classroom Decor Kits
- Lesson Plans
- Worksheets
- Certificates
- Bookmarks
- Class Schedules

Trending

- Canvas Prints
- Mother's Day T-shirts
- YouTube Intros
- Photo Books
- Mother's Day Cards
- Mother's Day Gift Cer...

Custom size

More

Presentation Instagram Post Logo Instagram Story Poster Your Story

Your designs

See all

Try Canva Pro

Help ?

16:32 12-05-2021

To Do List for Digital Marketing

Step 2: Create Gmail for your Business : YourName.com@gmail.com

Project Name Same in all Channel : DigitalGuruRajeev

Google

Create your Google Account

Continue to Gmail

First name: Rajeev

Last name: Kumar

Username: digitalgururajeev@gmail.com

That username is taken. Try another.

Password: [] Confirm: []

Use 8 or more characters with a mix of letters, numbers & symbols

☐ Show password

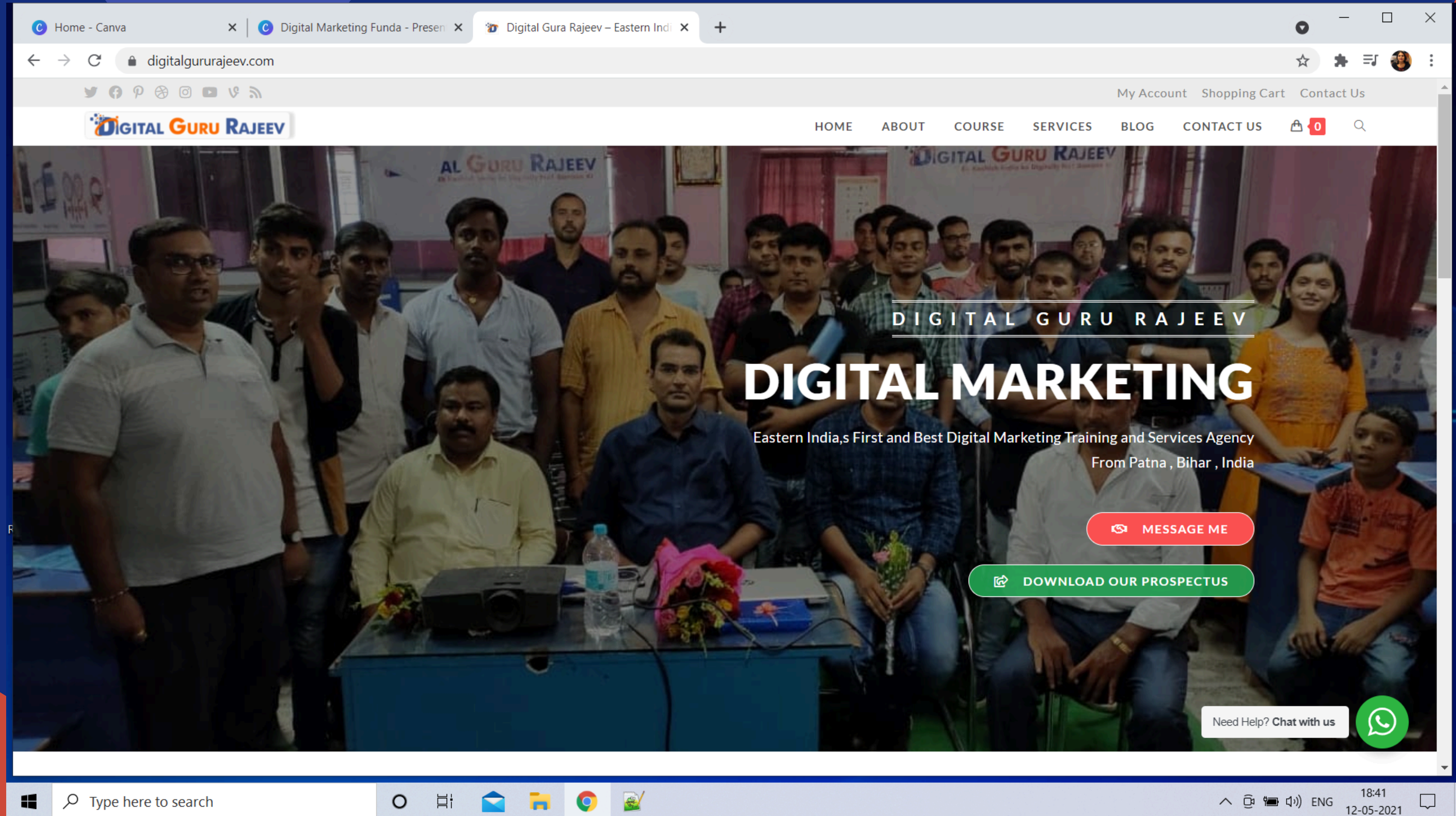
[Sign in instead](#) [Next](#)

One account. All of Google working for you.

English (United Kingdom) Help Privacy Terms

To Do List for Digital Marketing

Step 3: Create / Optimize Website : www.YourName.com



The screenshot displays the website for Digital Guru Rajeev, an Eastern India-based digital marketing training and services agency. The website features a prominent header with the company name and a navigation menu. The main content area includes a large image of a group of people, likely students or clients, and a call-to-action button to 'MESSAGE ME'. A secondary call-to-action button, 'DOWNLOAD OUR PROSPECTUS', is also visible. The website is viewed through a web browser, and the Windows taskbar is visible at the bottom.

Home - Canva | Digital Marketing Funda - Present | Digital Guru Rajeev - Eastern India

digitalgururajeev.com

My Account Shopping Cart Contact Us

DIGITAL GURU RAJEEV

HOME ABOUT COURSE SERVICES BLOG CONTACT US

DIGITAL GURU RAJEEV

DIGITAL MARKETING

Eastern India's First and Best Digital Marketing Training and Services Agency
From Patna, Bihar, India

MESSAGE ME

DOWNLOAD OUR PROSPECTUS

Need Help? Chat with us

Type here to search

18:41 12-05-2021

To Do List for Digital Marketing

Step 4: Create Webmail for your Business : info@YourName.com

Home - Canva | Digital Marketing Funda - Present | Contact Us - Digital Gura Rajeev

digitalgururajeev.com/contact-us/

CONTACT DIGITAL GURU RAJEEV TEAM TODAY AT 9334285656 / 6202542621

Boring Road Branch
Ganga Market , Shivpuri ,Behind A N College , Boring Rd, Patna, Bihar – 800023

Kumhrar Branch
Parshuram Colony ,Near SBI Bank More, Sandalpur Rd, Kumhrar, Patna, Bihar 800006

Query For *
Course Enquiry

Name *

Email *

Phone No *

Comment or Message

SUBMIT

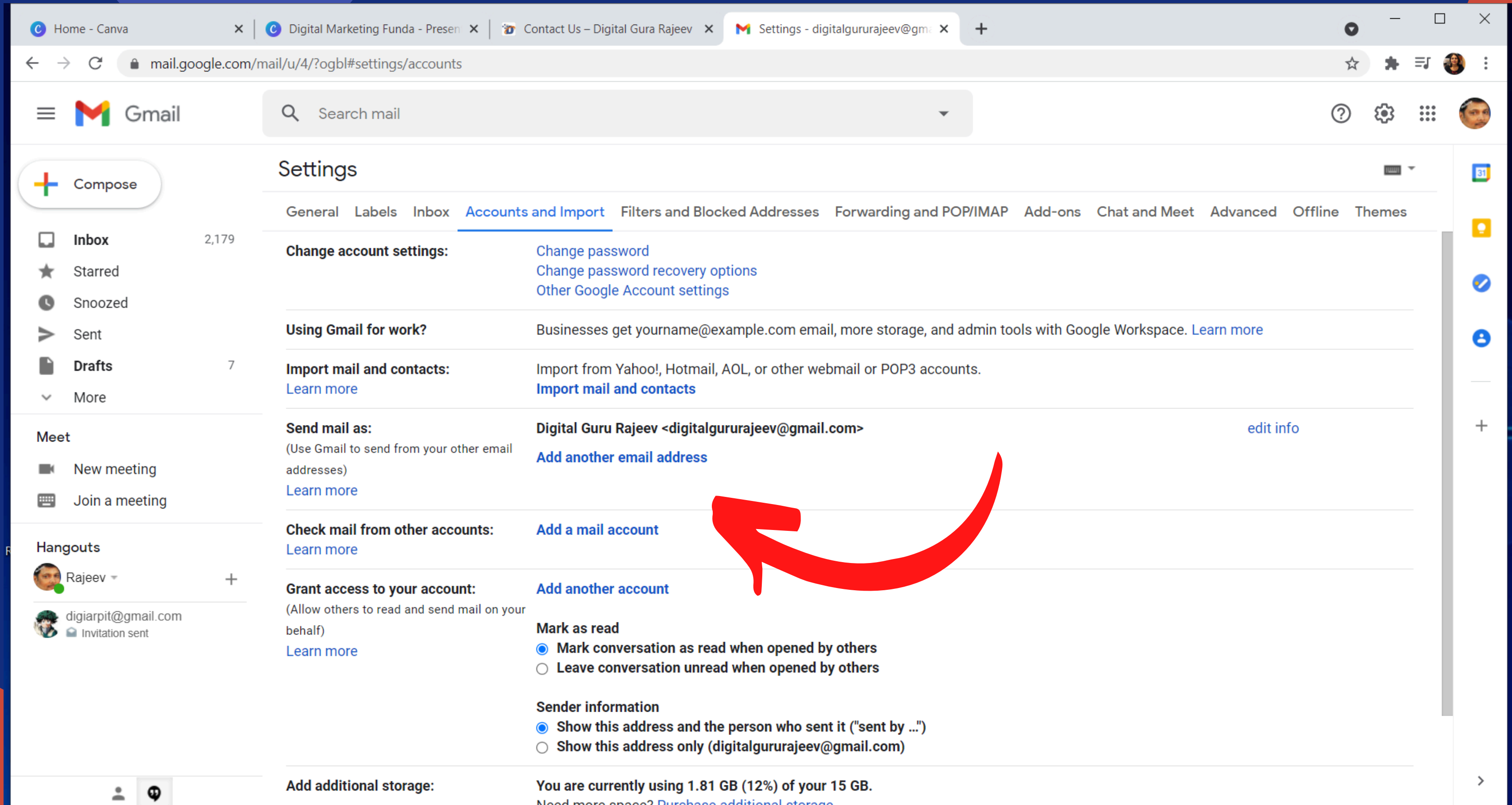
Need Help? Chat with us

cantact@digitalgururajeev.com



To Do List for Digital Marketing

Step 5: Integrate Gmail with Webmail or CRM



The screenshot shows the Gmail 'Settings' page, specifically the 'Accounts and Import' tab. The browser tabs at the top include 'Home - Canva', 'Digital Marketing Funda - Present', 'Contact Us - Digital Gura Rajeev', and 'Settings - digitalgururajeev@gmail.com'. The address bar shows 'mail.google.com/mail/u/4/?ogbl#settings/accounts'. The left sidebar shows the 'Compose' button and a list of folders: 'Inbox' (2,179), 'Starred', 'Snoozed', 'Sent', 'Drafts' (7), and 'More'. Below these are 'Meet' options ('New meeting', 'Join a meeting') and 'Hangouts' contacts ('Rajeev', 'digiarpit@gmail.com'). The main content area is titled 'Settings' and has tabs for 'General', 'Labels', 'Inbox', 'Accounts and Import' (selected), 'Filters and Blocked Addresses', 'Forwarding and POP/IMAP', 'Add-ons', 'Chat and Meet', 'Advanced', 'Offline', and 'Themes'. Under 'Accounts and Import', there are sections for 'Change account settings', 'Using Gmail for work?', 'Import mail and contacts', 'Send mail as:', 'Check mail from other accounts', 'Grant access to your account', and 'Add additional storage'. A large red arrow points to the 'Add a mail account' link under the 'Check mail from other accounts' section.

Settings

General Labels Inbox **Accounts and Import** Filters and Blocked Addresses Forwarding and POP/IMAP Add-ons Chat and Meet Advanced Offline Themes

Change account settings: [Change password](#)
[Change password recovery options](#)
[Other Google Account settings](#)

Using Gmail for work? Businesses get yourname@example.com email, more storage, and admin tools with Google Workspace. [Learn more](#)

Import mail and contacts: Import from Yahoo!, Hotmail, AOL, or other webmail or POP3 accounts.
[Learn more](#) [Import mail and contacts](#)

Send mail as: Digital Guru Rajeev <digitalgururajeev@gmail.com> [edit info](#)
(Use Gmail to send from your other email addresses) [Add another email address](#)
[Learn more](#)

Check mail from other accounts: [Add a mail account](#)
[Learn more](#)

Grant access to your account: [Add another account](#)
(Allow others to read and send mail on your behalf) [Learn more](#)

Mark as read
☒ Mark conversation as read when opened by others
☐ Leave conversation unread when opened by others

Sender information
☒ Show this address and the person who sent it ("sent by ...")
☐ Show this address only (digitalgururajeev@gmail.com)

Add additional storage: You are currently using 1.81 GB (12%) of your 15 GB.
Need more space? [Purchase additional storage](#)

To Do List for Digital Marketing

Step 6: Create / Optimize Facebook Profile : Your Account

Home - Canva | Digital Marketing Funda - Present | Contact Us - Digital Guru Rajeev | (5) Rajeev Kumar | Facebook

facebook.com/rajeev.kr.in/

Search Facebook

DIGITAL GURU RAJEEV
Eastern India's First & Best Digital Marketing Training and Service Agency

Rajeev Kumar
Digital Marketer | Actor
[Edit](#)

[Posts](#) [About](#) [Friends 2978](#) [Photos](#) [Story Archive](#) [More](#) [Edit Profile](#) [Privacy](#) [Help](#)

Intro

- Teacher at A N College
- Teacher at IGNOU PATNA
- Founder at Digital Guru Rajeev
- Faculty Member at Birla Institute of Technology Mesra, Extension Centre Patna
- Went to Model High School Tulsipur Jamunia
- Studied BCA & MCA at A.N College(Anugrah Narayan College), Patna

What's on your mind?

[Photo/Video](#) [Tag Friends](#) [Life Event](#)

Posts [Filters](#) [Manage Posts](#)

[List View](#) [Grid View](#)

सोशल यूथ फोरम is with Kamlesh Mishra and 32 others. ...
Yesterday at 10:56 AM · 🌐

हम रविवार (16 मई) को AIIMS, Patna में Plasma Donation Camp में सोल

Type here to search

18:51
12-05-2021

To Do List for Digital Marketing

Step 7: Create / Optimize Facebook Page : fb.com/YourName

<https://www.facebook.com/DigitalGuruRajeev>

The screenshot displays the Facebook page for 'Digital Guru Rajeev'. The browser's address bar shows the URL 'facebook.com/DigitalGuruRajeev/'. The page header includes the Facebook logo, a search bar, and navigation icons. The left sidebar, titled 'Manage Page', lists various page management tools: Page, News Feed (8 new), Updates (New updates), Ad Center, Inbox (1 new message & 23 new comments), Business Apps, Leads Center, Events, and Appointments. A 'Promote' button is located at the bottom of this sidebar. The main content area features a large cover photo with the text 'DIGITAL GURU RAJEEV' and 'Eastern India's First & Best Digital Marketing Training and Service Agency'. Below the cover photo is the profile picture, the page name 'Digital Guru Rajeev', and the description '@DigitalGuruRajeev · Internet Marketing Service'. A 'Promote' button is also present in the main content area. The bottom section includes 'Page Tips' (e.g., 'Measure Website Actions') and a 'Create Post' button. The Windows taskbar at the bottom shows the search bar and various application icons.

To Do List for Digital Marketing

Step 8: Create / Optimize Facebook Public Group : fb.com/group/I Love my India
<https://www.facebook.com/groups/PatnaJob>

Home - Canva | Digital Marketing Funda - Present | Contact Us - Digital Gura Rajeev | (5) Patna Job Seekers | Groups | Facebook

https://www.facebook.com/groups/PatnaJob

Groups

Search Groups

AADARSH GRAAM AMARPUR(आदर्श गाँव अमरपुर)
Last active 10 hours ago

Bihar StartUps
Last active 6 hours ago

A N College BCA Patna
Last active 4 days ago

Patna Job Seekers
Last active a few seconds ago

Janta Judgement
Last active a day ago

Bihar board patna (Help each other)
Last active 6 hours ago

देश की आवाज
Last active 5 hours ago

YouTube Subscribe & Share Your

Group by Home Tuition Patna

Patna Job Seekers
Public group · 26.8K members

+ Invite

About Discussion Announcements Rooms Topics More

Create a Job

Start Discussion Photo/Video

About

Join for update on jobs recruitment and placement .

Public
Anyone can see who's in the group and what

Type here to search

18:54
12-05-2021

To Do List for Digital Marketing

Step 9: Create / Optimize Facebook Page Group : [fb.com/group/YourName](https://www.facebook.com/group/YourName) Group
<https://www.facebook.com/groups/DigitalGuruRajeev>

The screenshot displays the Facebook group interface for 'DigitalGuruRajeev'. The browser's address bar shows the URL <https://www.facebook.com/groups/DigitalGuruRajeev>. The page header includes the Facebook logo, a search bar, and navigation icons. The left sidebar contains a 'Manage Group' section with a group icon and name, followed by 'Admin Tools' such as 'Member Requests', 'Automatic Member Approvals', 'Membership Questions', 'Pending Posts' (554 posts), 'Scheduled Posts', 'Activity Log', 'Group Rules', and 'Member-Reported Content'. The main content area features a large banner with the group's logo and the tagline 'Eastern India's First & Best Digital Marketing Training and Service Agency'. Below the banner is a photo of a group of people in a classroom setting, with an 'Edit' button. The group name 'DigitalGuruRajeev' is displayed, along with 'Private group · 1.3K members' and a row of member profile pictures. A blue '+ Invite' button is visible. The bottom navigation bar includes tabs for 'About', 'Discussion' (selected), 'Guides', 'Rooms', 'Topics', 'Members', 'Media', and 'Files'. At the bottom, there is a text input field 'What's on your mind?' and a section titled 'About' with the text 'Learn Digital Marketing By #DigitalGuruRajeev at Patna' and a list of hashtags: #SEO, #SEM, #SMO, #PPC, #Digital #Marketing.

To Do List for Digital Marketing

Step 10: Create / Optimize Google My Business : YourName

Home - Canva x Digital Marketing Funda - Present x Contact Us - Digital Guru Rajeev x (5) DigitalGuruRajeev | Facebook x digital guru rajeev - Google Search x

google.com/search?q=digital+guru+rajeev&rlz=1C1GCEA_enIN922IN922&oq=digital+guru&aqs=chrome..69i59j69i57j0l3j69i60l3.11598j0j7&sourceid=chrome&ie=UTF-8

Google digital guru rajeev

All Videos Images News Maps More Settings Tools

About 6,10,000 results (0.70 seconds)



Rating Hours

Digital Guru Rajeev
4.9 ★★★★★ (16) · Education center
Patna, Bihar · 093342 85656
Open 24 hours
Website Directions

Digital Guru Rajeev
4.9 ★★★★★ (114) · Internet marketing service
Patna, Bihar · 093342 85656
Open 24 hours
Website Directions

digitalgururajeev.com

To Do List for Digital Marketing

Step 11: Create / Optimize Twitter Account: YourName

<https://twitter.com/DigiGuruRajeev>

The screenshot shows the Twitter profile of Digital Guru Rajeev (@DigiGuruRajeev). The browser tabs at the top include 'Home - Canva', 'Digital Marketing Funda - Presen...', 'Digital Guru Rajeev || Digital Visit...', and '(5) Digital Guru Rajeev (@DigiGuruRajeev)'. The address bar shows the URL <https://twitter.com/DigiGuruRajeev>.

Profile Header:

- Back arrow, **Digital Guru Rajeev**, 0 Tweets
- Profile picture: A circular profile picture of a man.
- Header image: A group photo of many people.
- Buttons: Three dots menu and a **Follow** button.

Profile Info:

- Digital Guru Rajeev** (@DigiGuruRajeev)
- Joined November 2018
- 2 Following 20 Followers
- Not followed by anyone you're following

Navigation Links (Left Sidebar):

- Home
- Explore
- Notifications (5)
- Messages
- Bookmarks
- Lists
- Profile
- More

Buttons:

- Tweet** (blue button)

Who to follow (Right Sidebar):

- Harish Bora (@harishb20700430) **Follow**
- arwa husain@WFH p... (@arwa_husain) **Follow**
- S. K. Mishra (@mishra1993sk) **Follow**
- Show more

What's happening (Right Sidebar):

- COVID-19 · LIVE: COVID-19 vaccination for 18-45 age group is now open
- COVID-19 · LIVE: COVID-19 SOS: Here's a list of resource updates
- Entertainment · Trending: #AlluArjun (22.1K Tweets)

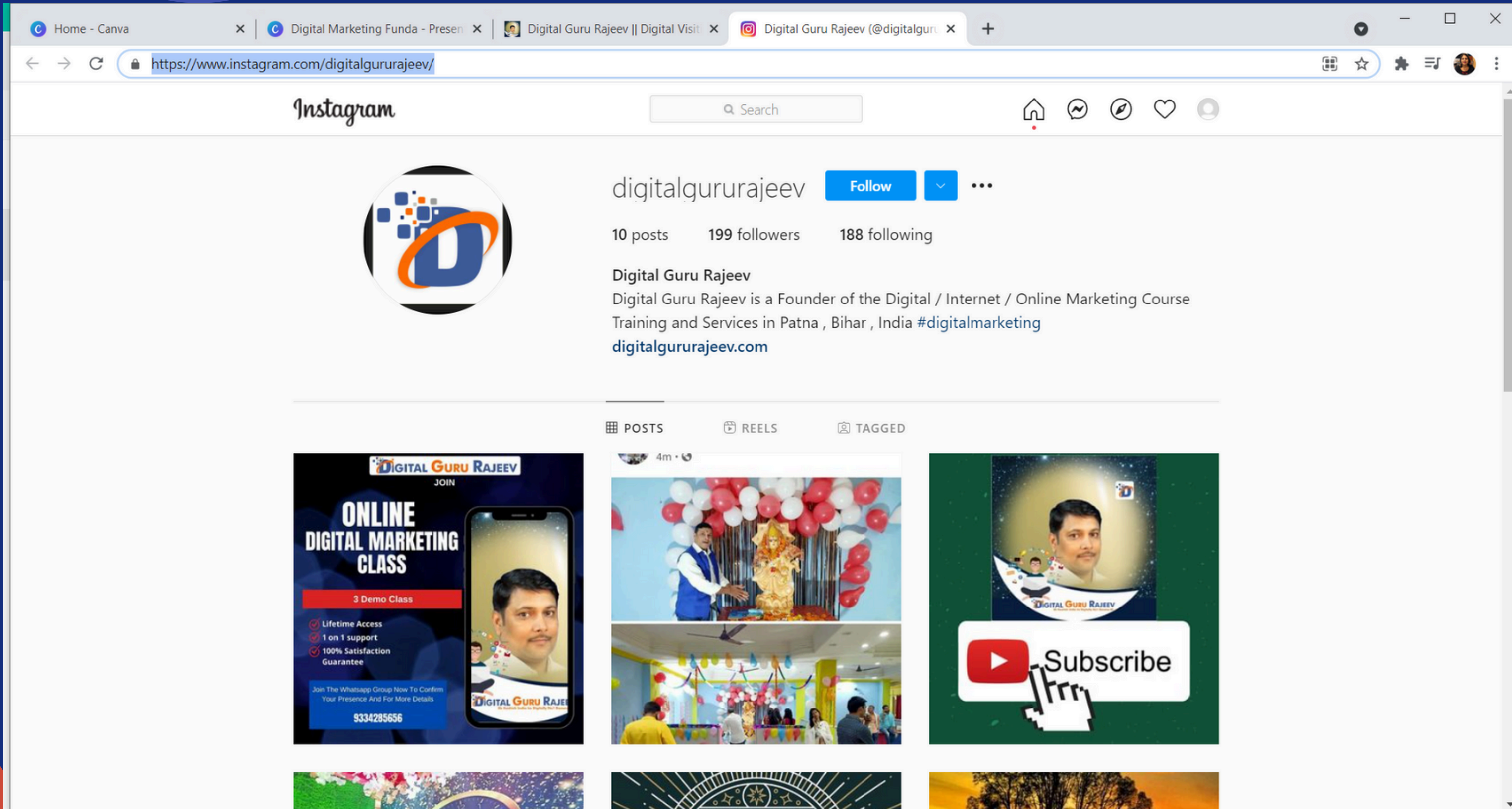
Footer:

- Windows taskbar with search bar and icons for Edge, Mail, File Explorer, Chrome, and WhatsApp.
- System tray: 19:00, 12-05-2021, ENG.

To Do List for Digital Marketing

Step 12: Create / Optimize Instagram Business Account

<https://www.instagram.com/digitalgururajeev/>



To Do List for Digital Marketing

Step 13: Create / Optimize Linkedin Profile : Your Account

<https://www.linkedin.com/in/DigitalGuruRajeev/>

Home - Canva | Digital Marketing Funda - Presentations | Digital Guru Rajeev || Digital Visit | Rajeev Kumar - Founder - Digital

https://www.linkedin.com/in/DigitalGuruRajeev/

LinkedIn People Rajeev Kumar Join now Sign in

Rajeev Kumar
Digital Marketing Specialist at Digital Guru Rajeev
Patna, Bihar, India · 31 connections

Join to Connect

About
Founder of Digital Marketing in Patna , Bihar , India

Activity

People also viewed

- Shivani Yadav**
HR Generalist at Brainwork Technologies Pvt Ltd
Delhi, India
- Indofast Digital Media**
Managing Director at Indofast Digital Media
Patna
- Chhavi Gupta**
Co-Founder at Doormilk
West Delhi
- Reena Gupta**
Digital Marketing In brand hub (india) p
Mumbai
- ROHIT BHATT**
IT MANAGER (Win LTD)
Dehra Dun
- Charu Gupta**
HR Officer at Shubh Development Finan
Delhi, India

You're signed out X
Sign in for the full experience

Sign in

Sign in with Google

or

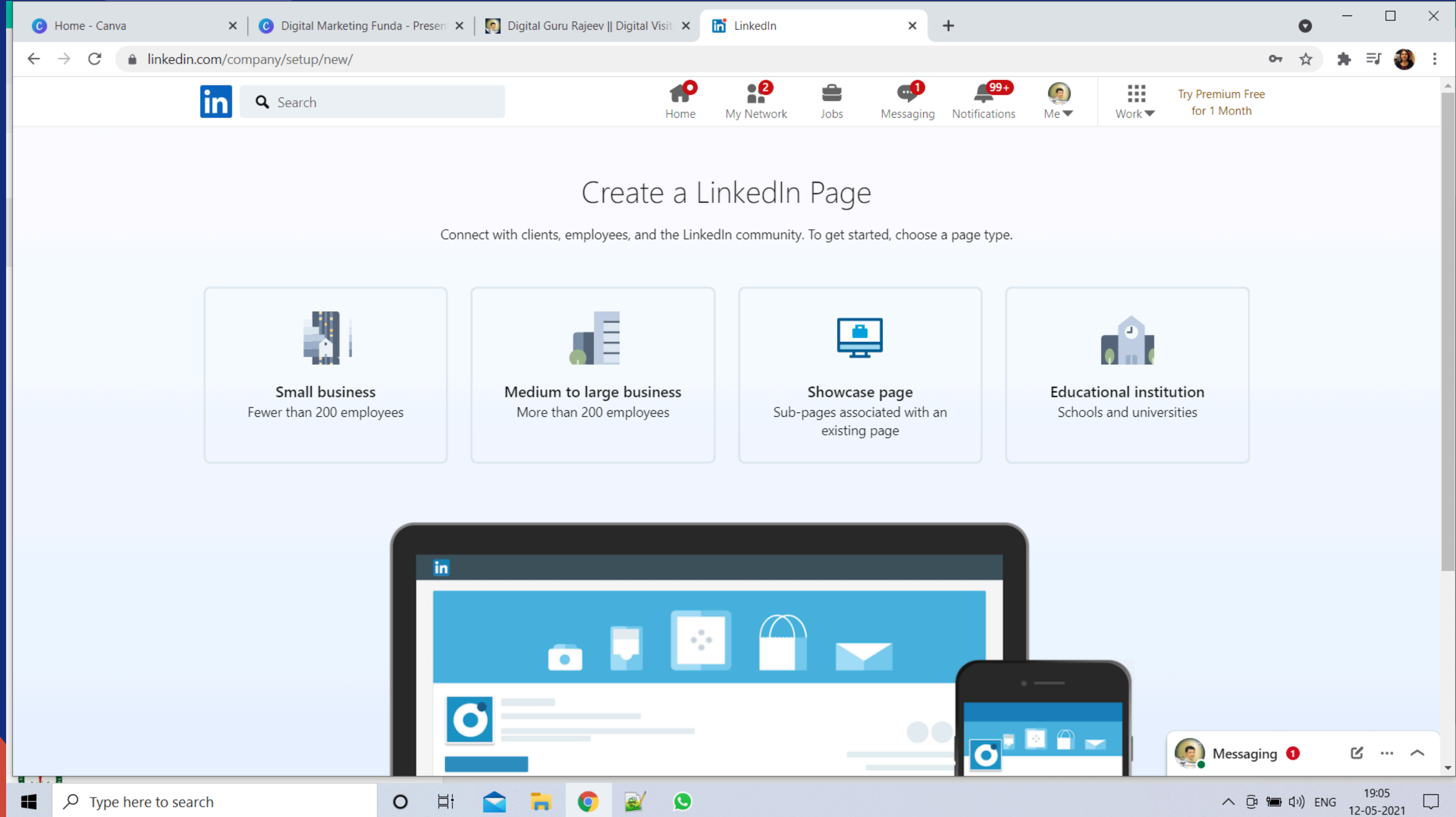
Join now

Type here to search

19:03 12-05-2021

To Do List for Digital Marketing

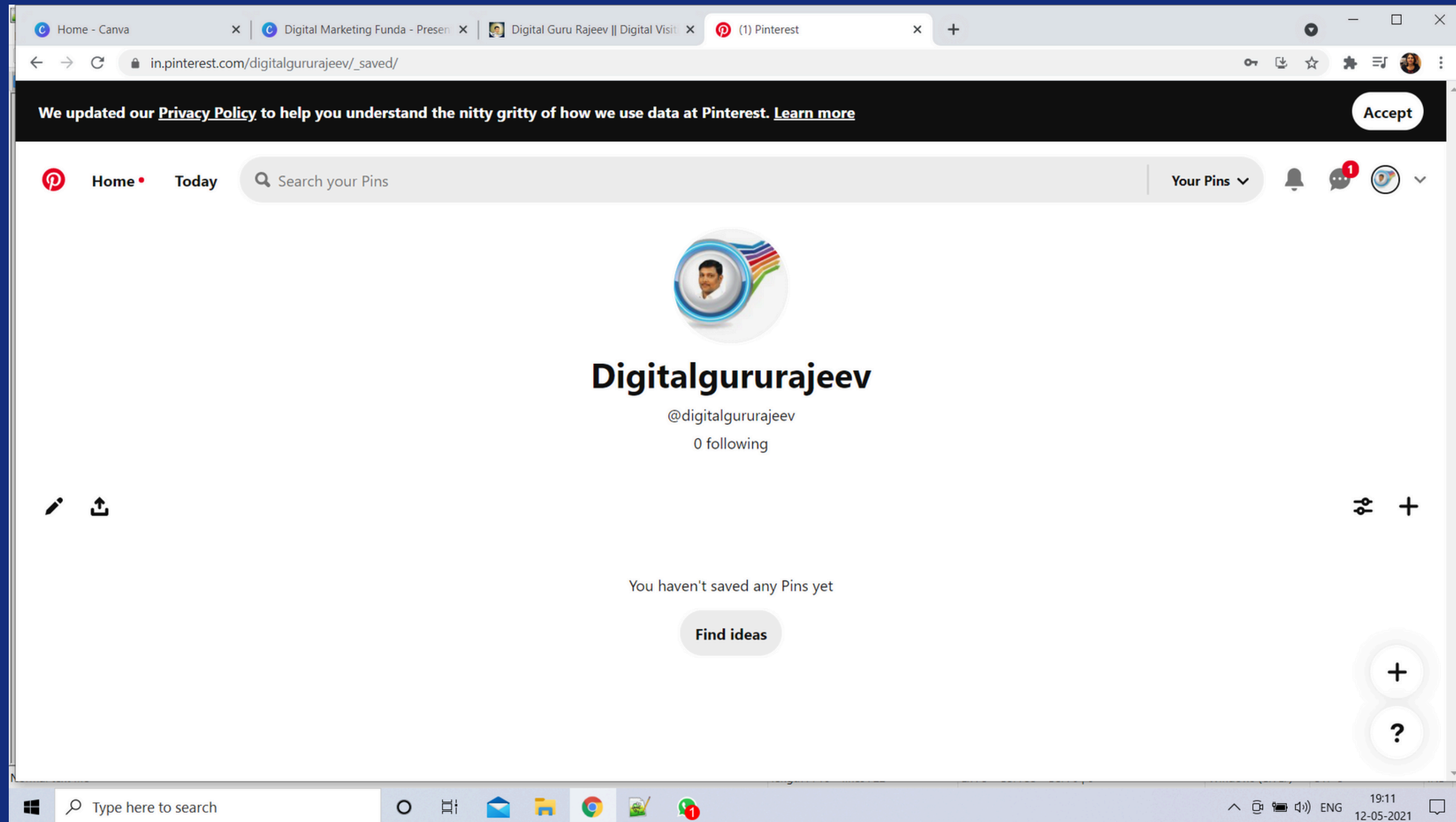
Step 14: Create / Optimize LinkedIn Company Page : YourName



To Do List for Digital Marketing

Step 15: Create / Optimize Pinterest Profile : Your Account

<https://in.pinterest.com/digitalgururajeev>



To Do List for Digital Marketing

Step 16: Create / Optimize Pinterest Business Account : YourName

The screenshot shows the Pinterest interface for converting a personal account to a business account. The user's name is Digitalgururajeev. A comparison table lists features available to both personal and business accounts. Business accounts have access to additional features like Analytics, Ads Manager, Audience Insights, Conversion Insights, Verified Merchant, and a Business hub. At the bottom, there are two buttons: 'Keep personal' and 'Convert account'.

We updated our [Privacy Policy](#) to help you understand the nitty gritty of how we use data at Pinterest. [Learn more](#)

Home • Today Search

Convert to a business account

Grow your business or brand with tools like ads and analytics. Your content, profile and followers will stay the same. You can reverse this change in Settings.

	Personal account	Business account
Features		
Profile picture	✓	✓
Cover photo/video	✓	✓
Publishing tools	✓	✓
Analytics		✓
Ads Manager		✓
Audience Insights		✓
Conversion Insights		✓
Verified Merchant		✓
Default landing page	Home feed	Business hub
	Keep personal	Convert account

To Do List for Digital Marketing

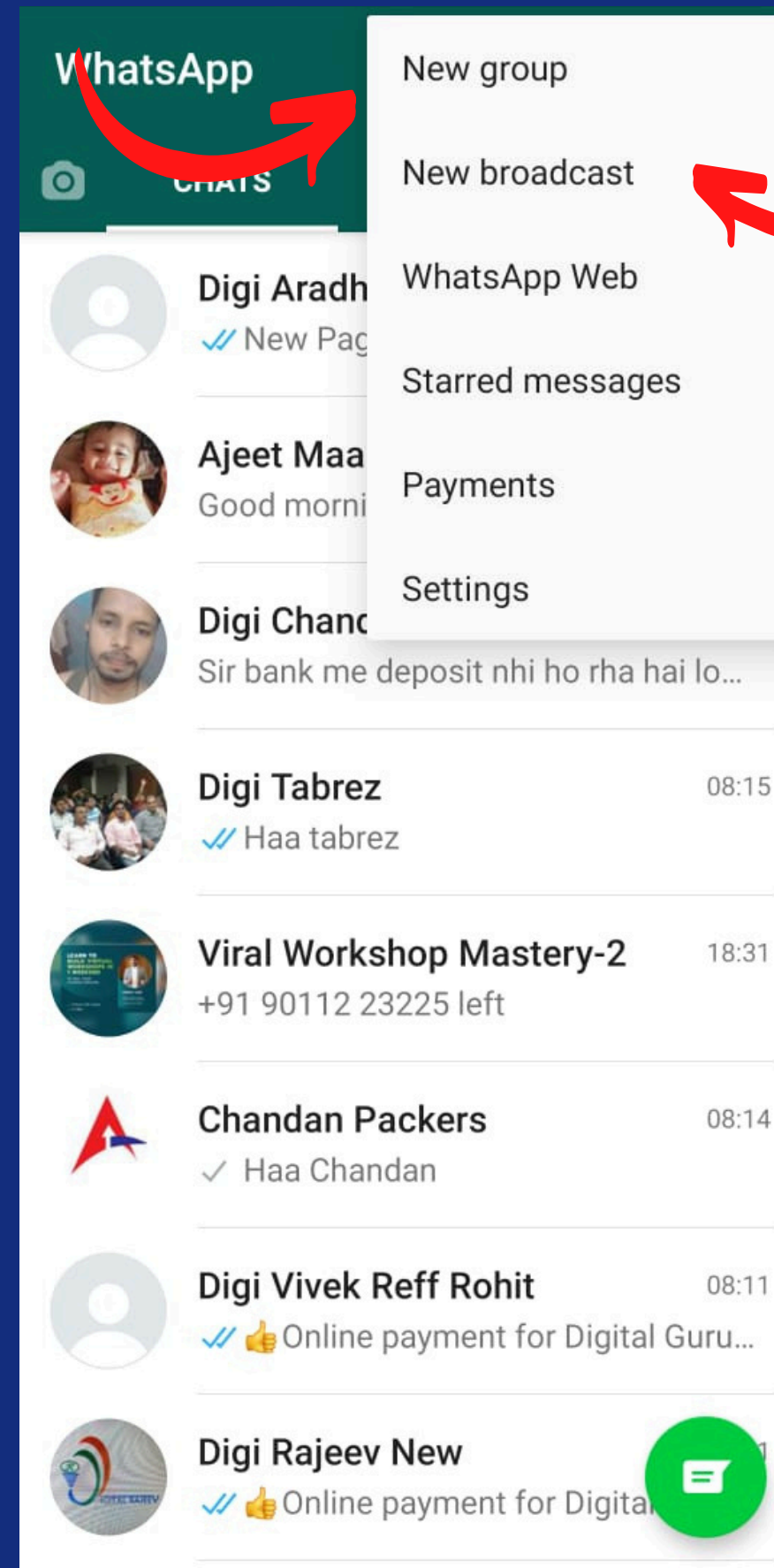
Step 17: Create / Optimize YouTube Brand Account : YourName

<https://www.youtube.com/channel/DigitalGuruRajeev>

The screenshot shows a web browser with multiple tabs open, including 'Home - Canva', 'Digital Marketing Funda - Present', 'Digital Guru Rajeev || Digital Visit', and 'Digital Guru Rajeev - YouTube'. The active tab is the YouTube channel page for 'Digital Guru Rajeev'. The channel's banner features a group of people and the text 'DIGITAL GURU RAJEEV Eastern India,s First and Best Digital Marketing Training and Services Agency from Patna Bihar'. Below the banner, the channel name 'Digital Guru Rajeev' is displayed with '46 subscribers' and a red 'SUBSCRIBE' button. Navigation tabs include 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', 'ABOUT', and 'TRENDING'. The 'HOME' tab is selected, showing a video titled 'Join Digital Marketing Today By Digital Gu...'. The video player shows a hand pointing at the 'DIGITAL GURU RAJEEV' logo. To the right of the video, there is a list of links: 'Join Digital Marketing Today By Digital Guru Rajeev' (253 views • 8 months ago), 'Best Digital Marketing Course Join Digital Marketing Today By Digital Guru Rajeev', 'Download our App : <https://play.google.com/store/apps/de...>', 'Facebook Page : <https://www.facebook.com/DigitalGuruR...>', and 'Website : <https://digitalgururajeev.com/> READ MORE'. The Windows taskbar at the bottom shows the search bar and various application icons.

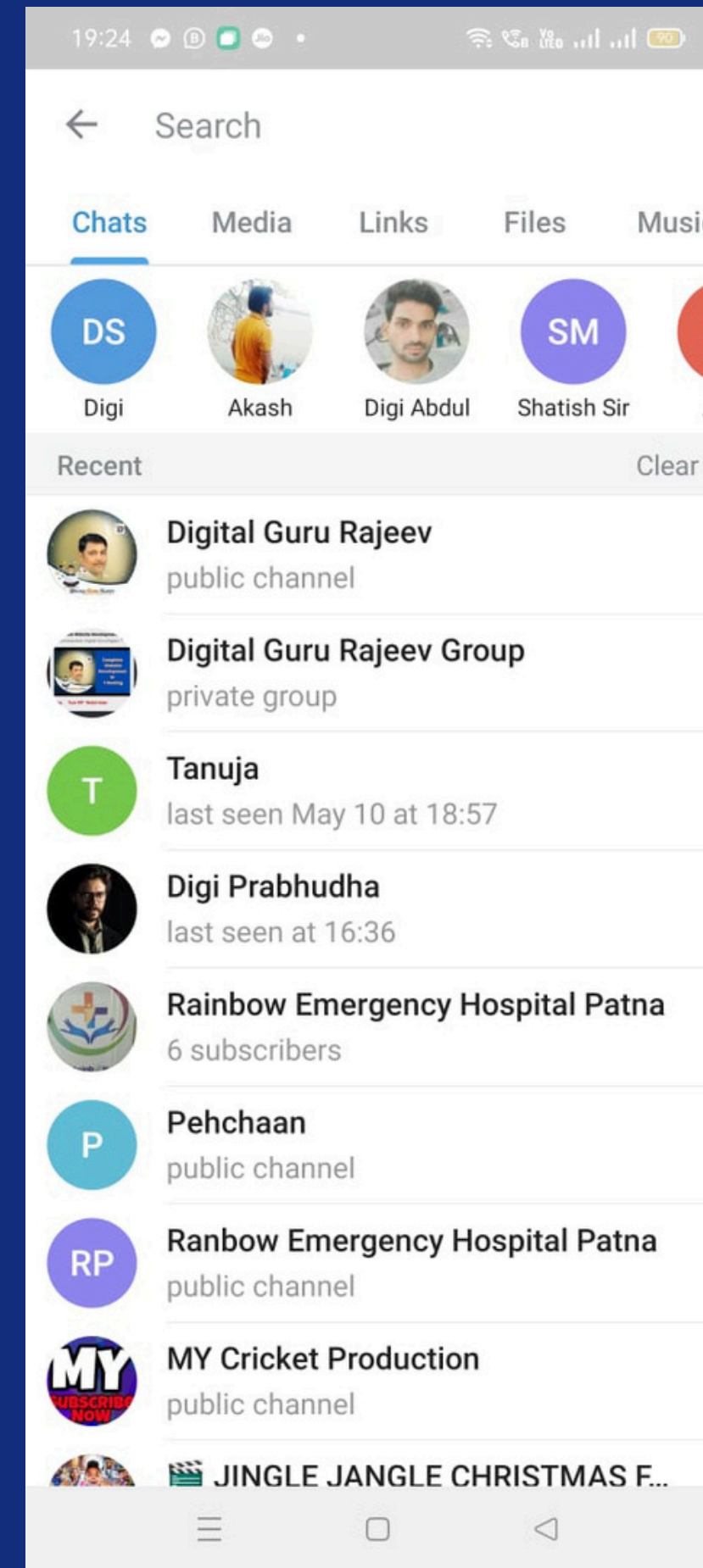
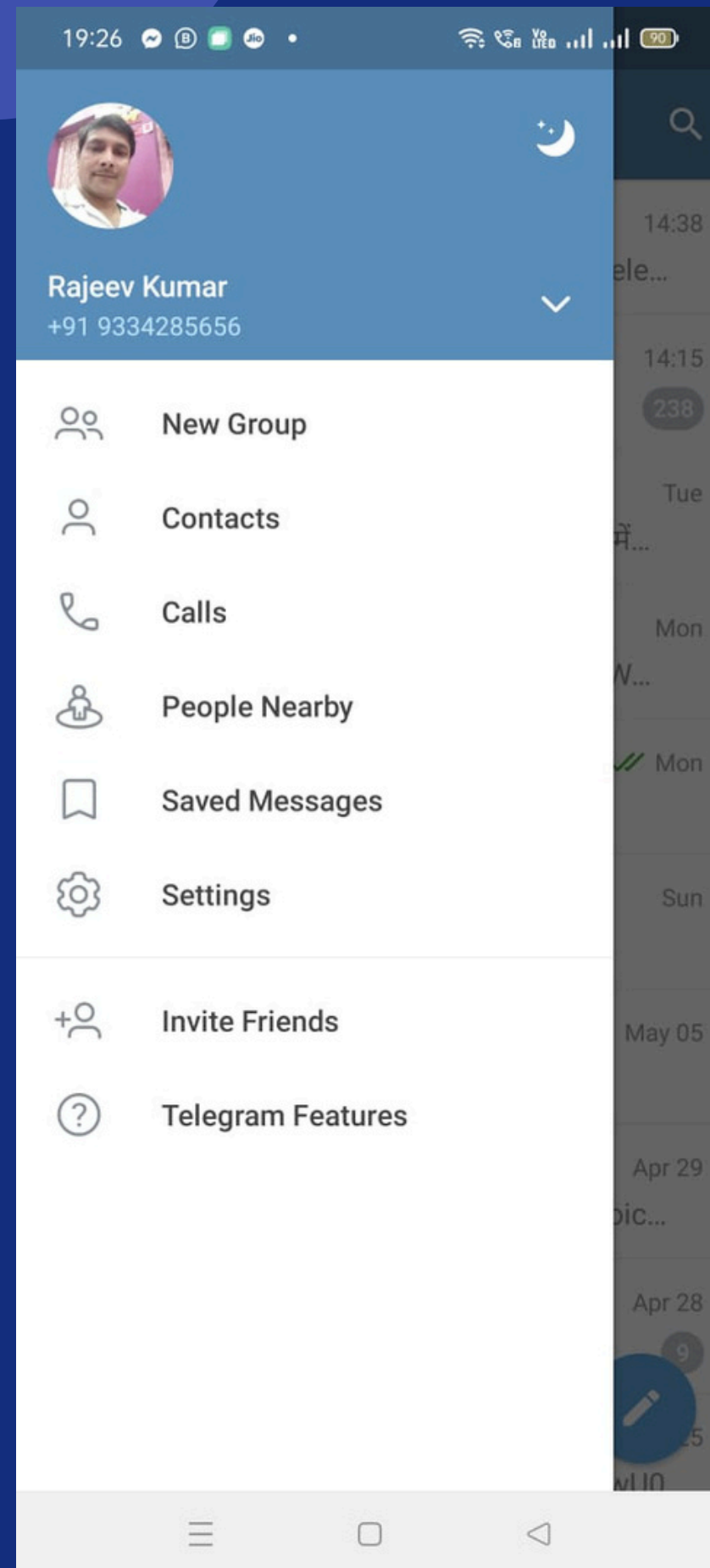
To Do List for Digital Marketing

Step 18: Create / Optimize Business Whatsapp : Create Group and Broadcast, bots



To Do List for Digital Marketing

Step 19: Create / Optimize Telegram : Create Group and Channel



To Do List for Digital Marketing

Step 20: Create / Optimize messenger bots

The screenshot shows a web browser with multiple tabs open, including 'Home - Canva', 'Digital Marketing Funda - Present', 'Digital Guru Rajeev || Digital Visit', and '(5) Mentors Eduserv | Facebook'. The active tab is the Facebook page for 'Mentors Eduserv'. The page header includes a search bar, navigation icons, and a user profile 'Rajeev' with notification counts. The main content area shows the 'Mentors Eduserv' profile with a logo, name, and address '@MentorsEduservPage · Test Preparation Center'. Below the profile is a 'Contact Us' button and a 'wa.me' link. The page has tabs for 'Home', 'Reviews', 'Photos', 'Videos', and 'More'. A 'Create Post' section is visible with options for 'Photo/Video', 'Check in', and 'Tag'. A post from 'Mentors Eduserv' dated 'May 9 at 1:14 PM' is shown, featuring a photo of hands holding a sign that says 'Mentors Eduserv'. To the right, a modal window displays a post about the 'INDIAN NATIONAL OLYMPIAD (INO) STAGE-2 2019-20'. The post text reads: 'From Regular Classroom Program at Patna Centre & School Tie-up Program', '11 STUDENTS SELECTED FOR INDIAN NATIONAL OLYMPIAD (INO) STAGE-2 2019-20', and 'ALL FROM REGULAR CLASSROOM PROGRAM AT PATNA CENTRE'. The modal also shows a grid of student photos and a list of names.

Home - Canva x Digital Marketing Funda - Present x Digital Guru Rajeev || Digital Visit x (5) Mentors Eduserv | Facebook x

facebook.com/MentorsEduservPage

Search Facebook

Mentors Eduserv

@MentorsEduservPage · Test Preparation Center

Contact Us

wa.me

Home Reviews Photos Videos More

Like Message

About See All

Boring Road Patna, Bihar, India 800001

Mentors Eduserv, an institution established to create a paradigm shift in the field of training in IIT/Medical and other competitive examinations.

29,533 people like this including 21 of your friends

30,053 people follow this

Create Post

Photo/Video Check in Tag

Mentors Eduserv

May 9 at 1:14 PM

Mentors Eduserv

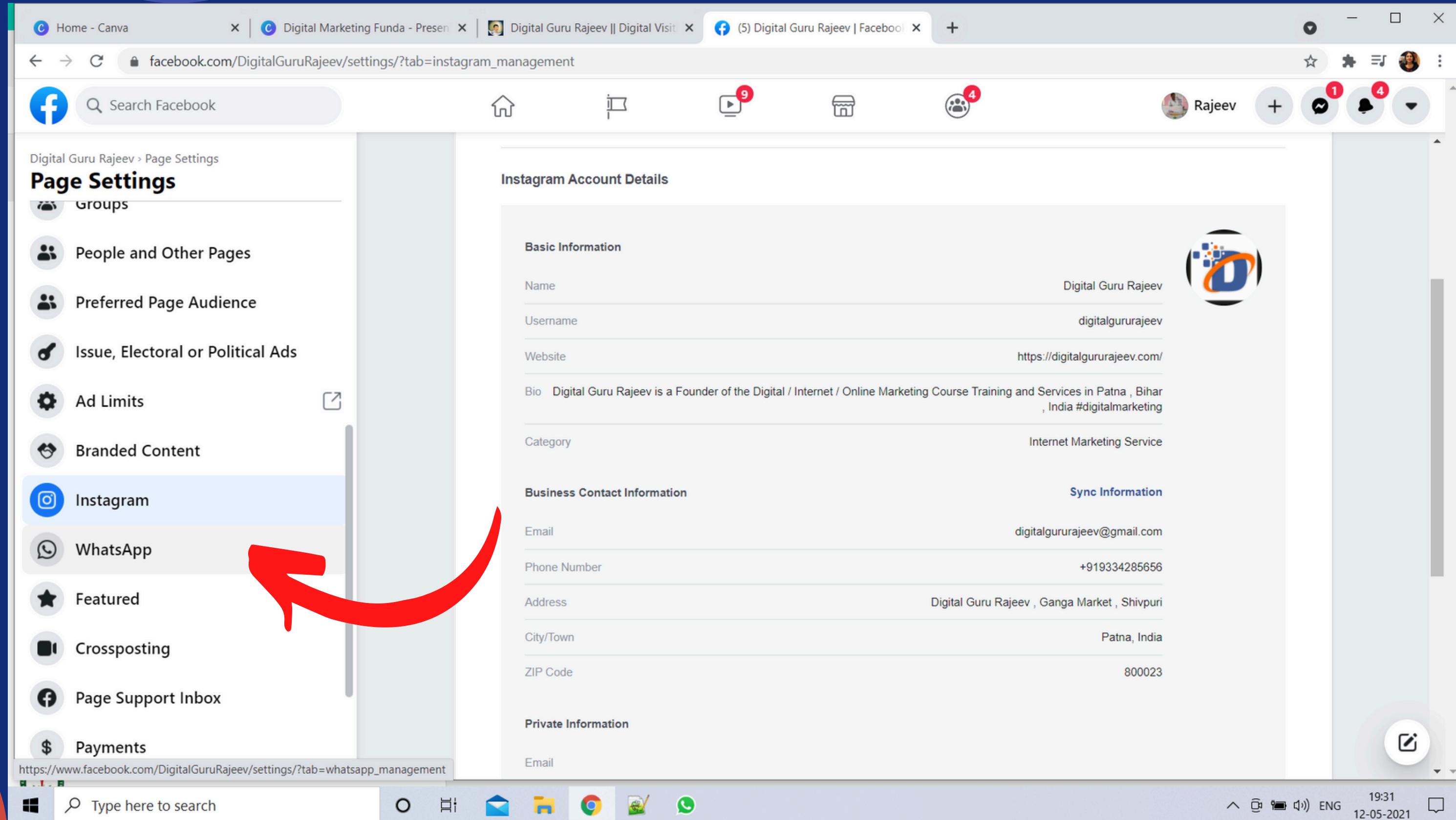
From Regular Classroom Program at Patna Centre & School Tie-up Program

11 STUDENTS SELECTED FOR INDIAN NATIONAL OLYMPIAD (INO) STAGE-2 2019-20

ALL FROM REGULAR CLASSROOM PROGRAM AT PATNA CENTRE

To Do List for Digital Marketing

Step 21: Integrate Facebook Page + Group + Whatsapp + Messenger bots + instagram + Direct



The screenshot displays the Facebook Page Settings interface for 'Digital Guru Rajeev'. The left sidebar lists various settings categories, with 'Instagram' highlighted. A red arrow points from the 'Instagram' option in the sidebar to the 'Instagram Account Details' section on the right. The 'Instagram Account Details' section is divided into three main areas: Basic Information, Business Contact Information, and Private Information. The Basic Information section includes fields for Name, Username, Website, Bio, and Category. The Business Contact Information section includes fields for Email, Phone Number, Address, City/Town, and ZIP Code. The Private Information section includes an Email field. The 'Sync Information' link is visible next to the Business Contact Information section.

Page Settings

- Groups
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram**
- WhatsApp
- Featured
- Crossposting
- Page Support Inbox
- Payments

Instagram Account Details

Basic Information

Name	Digital Guru Rajeev
Username	digitalgururajeev
Website	https://digitalgururajeev.com/
Bio	Digital Guru Rajeev is a Founder of the Digital / Internet / Online Marketing Course Training and Services in Patna , Bihar , India #digitalmarketing
Category	Internet Marketing Service

Business Contact Information

Email	digitalgururajeev@gmail.com
Phone Number	+919334285656
Address	Digital Guru Rajeev , Ganga Market , Shivpuri
City/Town	Patna, India
ZIP Code	800023

Private Information

Email	
-------	--

Sync Information

To Do List for Digital Marketing

Step 22: Integrate All Social Media Account with each others including website

Digital Guru Rajeev

Edit WhatsApp Promote

BUSINESS DETAILS

Price Range · \$\$

ADDITIONAL CONTACT INFO

<https://digitalgururajeev.com/>

093342 85656

digitalgururajeev@gmail.com

Typically replies within a few hours

[Send Message](#)

+91 93342 85656

MORE INFO

About

Learn Digital Marketing By #DigitalGuruRajeev at Patna #SEO, #SEM, #SMO, #PPC, #Digital #Marketing, Internet Marketing, Website Marketing, Web Design... [See More](#)

Additional Information

Digital Marketing classes

[Edit Impressum](#)

ref=page_internal

Digital Guru Rajeev

<https://digitalgururajeev.com/>

093342 85656

digitalgururajeev@gmail.com

Typically replies within a few hours

[Send Message](#)

Edit Page Info

Editing...

What is Digital Guru Rajeev's Other Accounts?

Enter account username

Instagram

Instagram

Twitter

Snapchat

YouTube

Twitch

WhatsApp

LINE

WeChat

Digital Guru Rajeev

RAJEEV KUMAR

Digital Marketer

9334285656

digitalgururajeev@gmail.com

✓ Ganga Market , Shivpuri , Behind A N College , Patna ✓ Near SBI Bank , Sandalpur Rd ,Kumhrar , Patna

+91

Whatsapp

Save to Contacts

Share

f YouTube Twitter Instagram in

Shop Gallery

To Do List for Digital Marketing

Step 23: Create / Optimize Google Ad Account

The screenshot displays the Google Ads interface. At the top, there's a navigation bar with 'Google Ads' and 'All campaigns'. A search bar is present. Below this, a sidebar on the left lists various campaign types and a list of active campaigns. The main area shows the 'Overview' for a specific campaign, with a 'NEW CAMPAIGN' button. Key performance indicators (KPIs) are displayed: Impressions (1.32M), Views (65.4K), Avg. CPC (₹101), and Cost (₹14.5K). A line graph shows the performance trend from September 2020 to May 2021. On the right, there are 'Recommendations' and a 'Billing summary' section. A notification banner at the top right suggests enabling 2-Step Verification.

Google Ads Overview

Enable 2-Step Verification on your Google Account - Protect your Google account against password theft. [GET STARTED](#) [DISMISS](#)

Overview [SWITCH VIEW](#) All time 14 Sep 2020 - 12 May 2021

Campaign status: All; Ad group status: All [ADD FILTER](#)

[+ NEW CAMPAIGN](#)

Impressions	Views	Avg. CPC	Cost
1.32M	65.4K	₹101	₹14.5K

Performance Graph: The graph shows Impressions (blue line) and Views (red line) over time. Both metrics show a significant peak in early May 2021, reaching approximately 400K impressions and 16K views.

Recommendations:

- Try the new Google Ads mobile app
- Monitor performance and improve your account on the go
- [See why this is recommended](#)
- [VIEW](#)

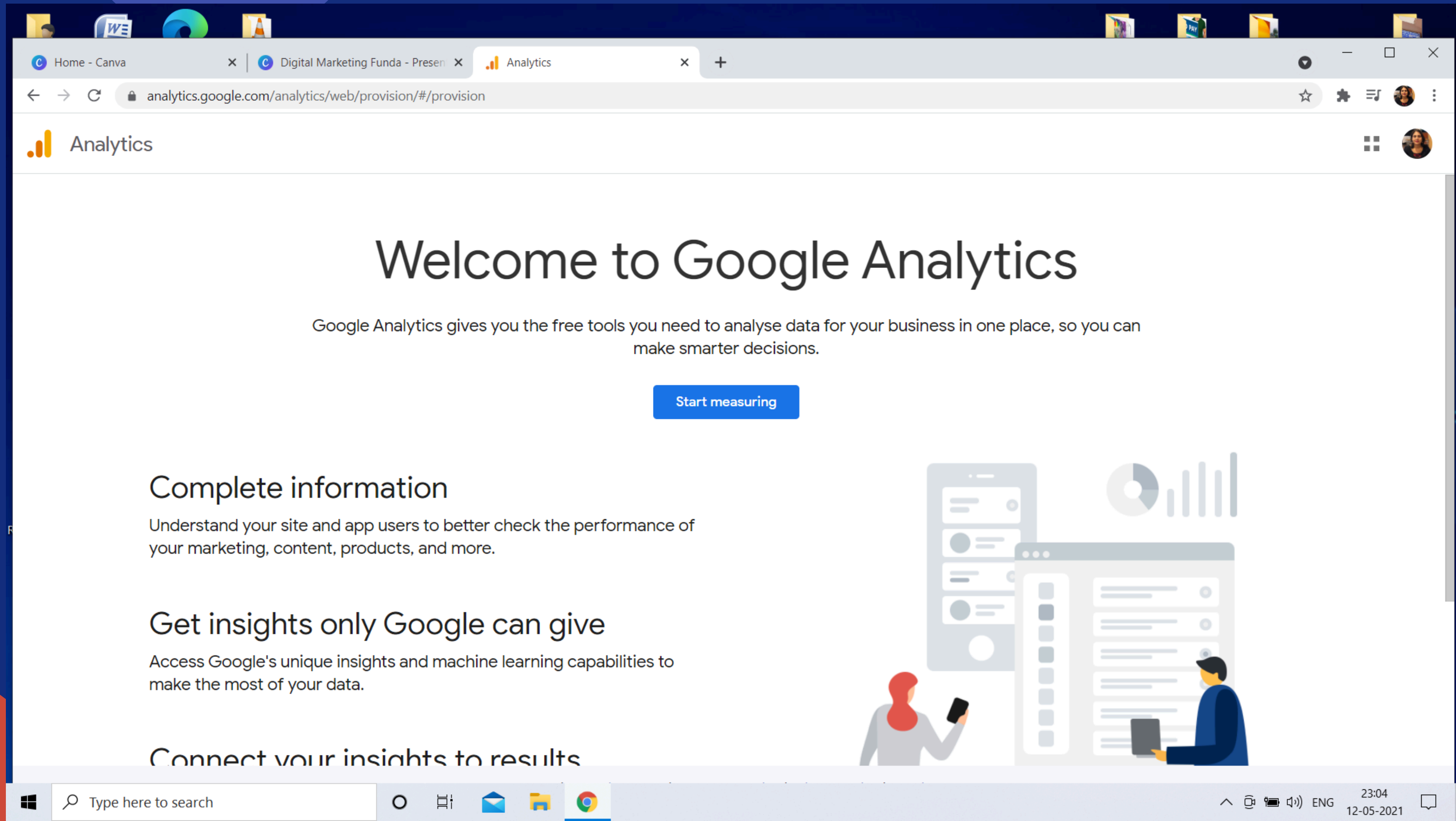
Billing summary

Campaigns

Windows Taskbar: Search bar: Type here to search. System tray: 23:03, 12-05-2021, ENG.

To Do List for Digital Marketing

Step 24: Create / Optimize Google Analytics Account



Home - Canva x Digital Marketing Funda - Presen x Analytics

analytics.google.com/analytics/web/provision/#/provision

Analytics

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

Start measuring

Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

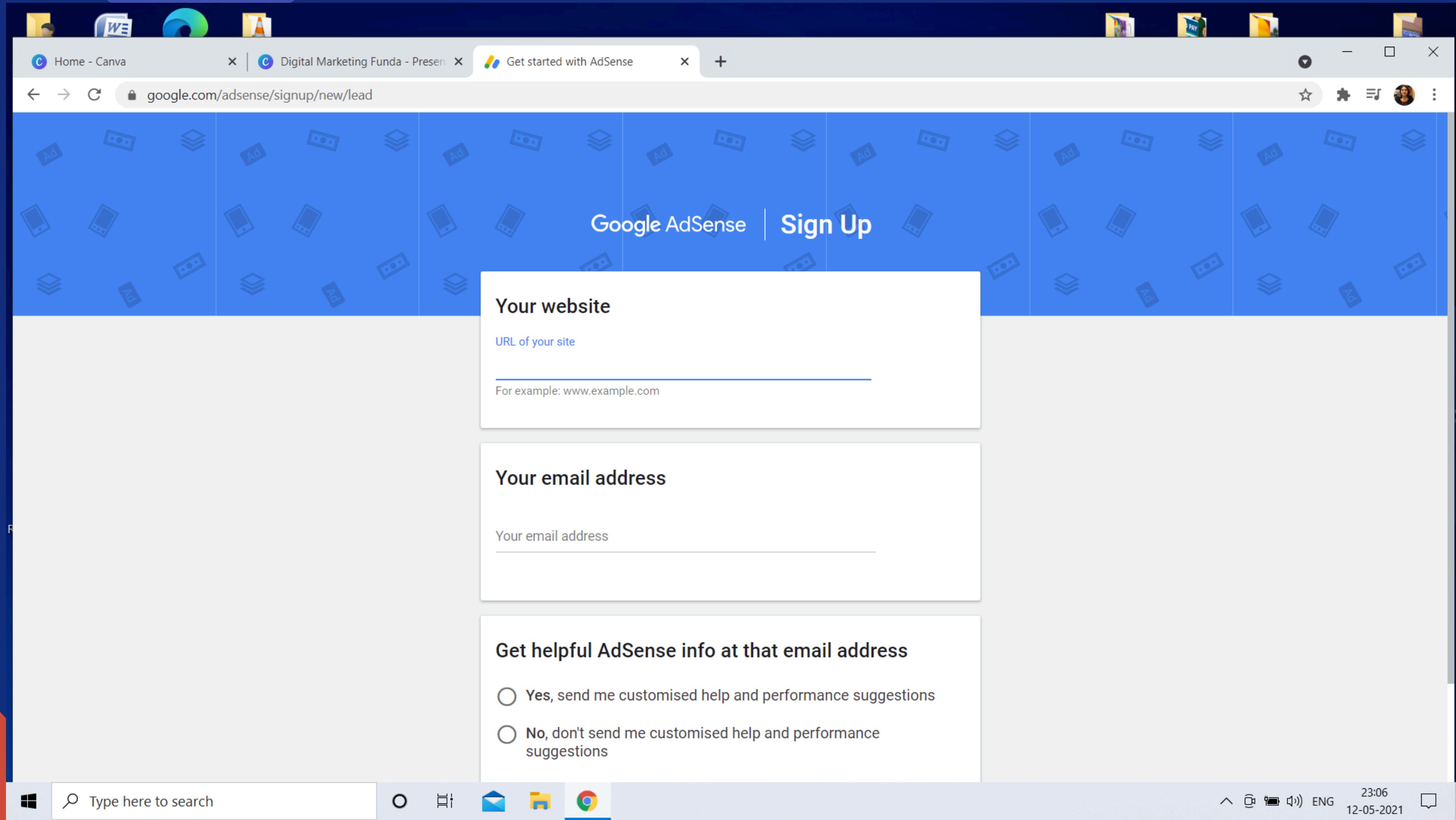
Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

Connect your insights to results

To Do List for Digital Marketing

Step 25: Create / Optimize AdSense Account



The screenshot shows a web browser window with three tabs: 'Home - Canva', 'Digital Marketing Funda - Presentations', and 'Get started with AdSense'. The address bar shows the URL 'google.com/adsense/signup/new/lead'. The page has a blue header with a repeating pattern of 'Ad' icons and the text 'Google AdSense | Sign Up'. The main content area is white and contains three sections: 'Your website' with a text input field for the URL and an example 'www.example.com'; 'Your email address' with a text input field; and 'Get helpful AdSense info at that email address' with two radio button options: 'Yes, send me customised help and performance suggestions' and 'No, don't send me customised help and performance suggestions'. The Windows taskbar is visible at the bottom with a search bar and system icons.

Home - Canva x Digital Marketing Funda - Presentations x Get started with AdSense x

google.com/adsense/signup/new/lead

Google AdSense | Sign Up

Your website

URL of your site

For example: [www.example.com](#)

Your email address

Your email address

Get helpful AdSense info at that email address

☐ Yes, send me customised help and performance suggestions

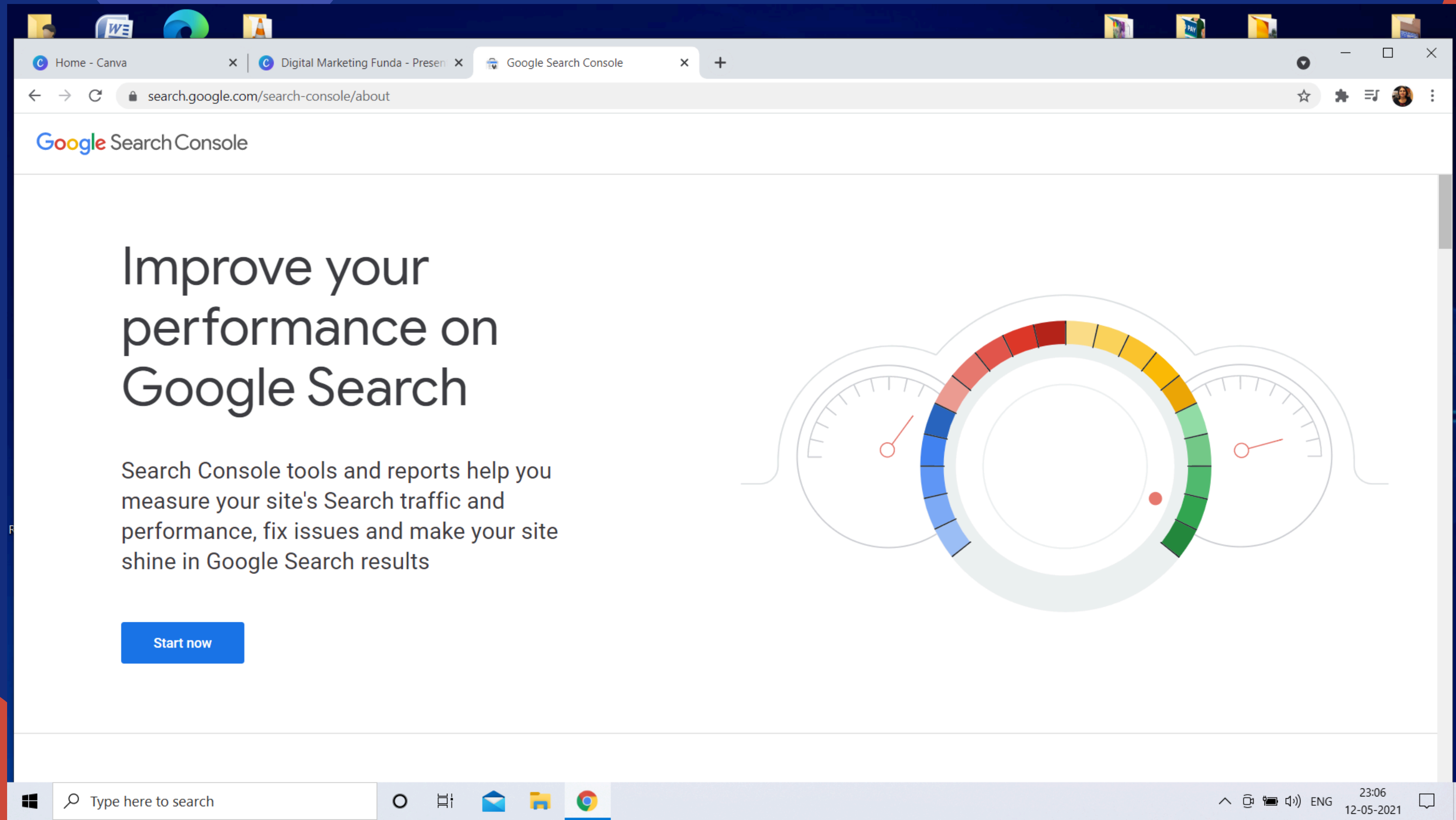
☐ No, don't send me customised help and performance suggestions

Type here to search

23:06 12-05-2021

To Do List for Digital Marketing

Step 26: Create / Optimize Google Search Webmaster Account



The screenshot shows a web browser window with the Google Search Console homepage. The browser's address bar displays the URL `search.google.com/search-console/about`. The page features the Google Search Console logo at the top left. The main heading reads "Improve your performance on Google Search". Below this, a paragraph states: "Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results". A blue button labeled "Start now" is positioned below the text. To the right of the text is a large, stylized graphic of a speedometer with a needle pointing to the right, surrounded by two smaller circular gauges. The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Type here to search", and several application icons. The system tray on the right indicates the time as 23:06 and the date as 12-05-2021.

Home - Canva x Digital Marketing Funda - Present x Google Search Console x

search.google.com/search-console/about

Google Search Console

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results

Start now

Type here to search

23:06 12-05-2021

Step 27: Create / Optimize Facebook Ads Brand Parmotion / Lead / Remarketing



Step 28: Create / Optimize Google Ads Search / Display / GBM / Video (YouTube)



To Do List for Digital Marketing

Step 29: Create / Optimize SMS / Whatsapp / Telegram Marketing

The screenshot displays the SmsHorizon website, which is an SMS gateway service. The browser's address bar shows the URL 'smshorizon.in'. The website's header includes the SmsHorizon logo, a phone number '+91 8870-522-522', and an email address 'sales@smshorizon.in'. A navigation menu contains links for 'Home', 'Send SMS', 'Receive SMS', 'Calls', and 'Contact Us'. A dropdown menu for 'Receive SMS' lists 'Virtual Mobile Number', 'Dedicated VMN', and 'Short Code'. A blue banner below the header states 'India's Reliable SMS Gateway' and features a 'Try Now' button. The main content area is titled 'The #1 SMS Service Provider in India' and provides a brief description of the company's services. Below this, three service categories are highlighted: 'Send Bulk SMS', 'Receive SMS', and 'API & more'. Each category includes a brief description and a 'Read more..' link. At the bottom, a green button labeled 'CLICK HERE FOR FREE DEMO' is visible. The Windows taskbar at the bottom shows the search bar and several open applications.

Home - Canva x Digital Marketing Funda - P x (11) Facebook x (3) Ads Manager - Manage x New campaign - 445-742-1 x Best Bulk SMS Service Provi x

smshorizon.in

SmsHorizon
Messaging Expert

+91 8870-522-522
sales@smshorizon.in

Home Send SMS Receive SMS Calls Contact Us

Virtual Mobile Number
Dedicated VMN
Short Code

India's Reliable SMS Gateway

Try Now >>

The #1 SMS Service Provider in India

SmsHorizon is India's top Enterprise Messaging solutions provider located in Salem, India. By working with 3000+ Valued Customers all over India ranging from Start-ups, Educational Institutions & some of the Blue Chip companies, we have made bespoke SMS Solutions to meet every customer's needs.

Send Bulk SMS

Send SMS to individual or groups or by uploading excel file. Send over 5 Lakh messages in a single hit. Get delivery reports of every single SMS you sent. [Read more..](#)

Receive SMS

Receive thousands of messages per minutes on our Virtually hosted 10 Digit Mobile Number. Send auto response, customised reply, get incoming alerts on mobile, email. [Read more..](#)

API & more

Access everything on API right from sending sms, receiving sms, tracking reports, missed calls and short code. Integration gets even easier with our sample files. [Read more..](#)

Send & Receive SMS with peace of mind

CLICK HERE FOR FREE DEMO

Type here to search

23:12
12-05-2021

To Do List for Digital Marketing

Step 30: SEO for Website / Google Map / Video / FAQ

The screenshot shows a Google search for "digital marketing checklist". The search bar at the top contains the text "digital marketing checklist". Below the search bar, the Google logo is visible on the left, and navigation links for "All", "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools" are on the right. The search results show "About 7,15,00,000 results (0.63 seconds)".

The first result is from [mention.com](#) with the title "29 Marketing Checklists & Cheat Sheets to Make Life Easier". The snippet reads: "17-Jul-2020 — Cheat sheets are great - they make sure you never skip a step. Stay on track with these 29 **digital marketing checklists** and templates."

The second result is from [www.reliablesoft.net](#) with the title "The Complete Digital Marketing Checklist for Small Business ...". The snippet reads: "**Digital Marketing Basics Checklist.** Understand what is **digital marketing**. Choose your **online marketing** channels. Get a **digital marketing** certification. Review your website design. Optimize your website structure. Optimize your website for SEO. Optimize your website for conversions. Evaluate your website's performance. Understand what is digital... · Get a digital marketing... · Distribute your content on..."

Below the search results is a section titled "People also ask" with four questions, each with a dropdown arrow:

- What is digital marketing checklist?
- What are the key elements of digital marketing?
- What is a checklist in marketing?
- What are the Digital Marketing Trends for 2020?

The Windows taskbar at the bottom shows the search bar with "Type here to search", several application icons (including Chrome, File Explorer, and Mail), and system tray icons on the right indicating the time as 23:15 and date as 12-05-2021.

To Do List for Digital Marketing

Step 31: Google Merchant Center account for Shopping Ad

The screenshot shows a Google search for "laptop price in india". The search results page displays three shopping ads for Dell Inspiron laptops. The ads are arranged in a row, each featuring a laptop image, the product name, the price, the seller (Dell India), and a star rating.

Product Name	Price	Seller	Rating
Inspiron 14 Laptop	₹57,989.98	Dell India	★★★★★ (1k+)
Inspiron 15 Plus Laptop	₹84,990	Dell India	★★★★★ (1k+)
Inspiron 15 3000 Laptop	₹32,990	Dell India	★★★★★ (1k+)

Below the ads, there is a link to "www.flipkart.com > laptops-store" and a promotional banner for "Upto 50% OFF on Laptops with Best Prices & Offers in India ...". The banner text reads: "Laptop Prices in India - Buy Laptops Online at Lowest Prices on Flipkart.com Choose from a wide range of Laptops from best brands like HP, Dell, Lenovo, Acer, ...". Below the banner, there are links for "HP Laptops", "Dell Laptops", "Laptops Online", and "Lenovo Laptops".

To Do List for Digital Marketing

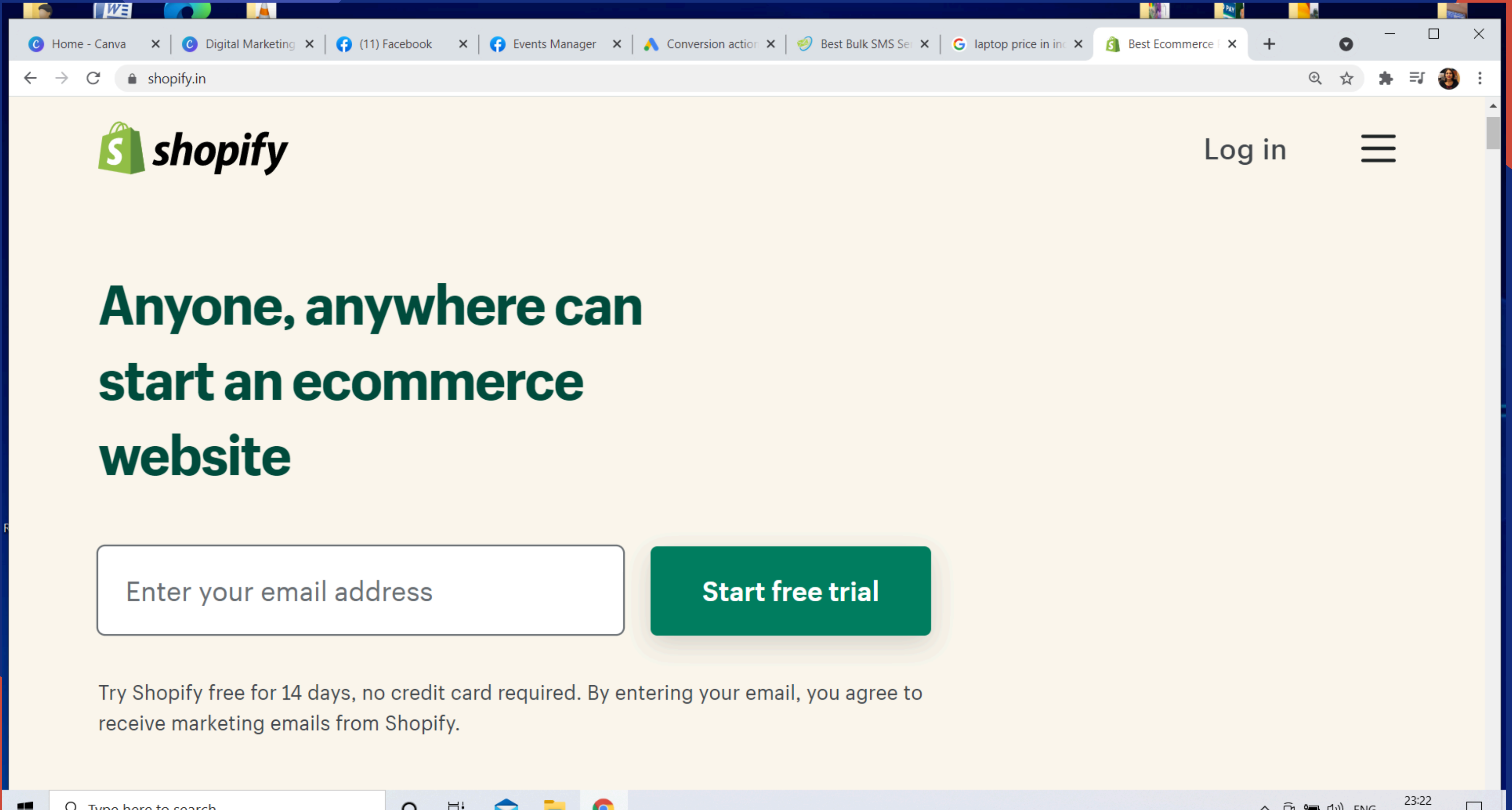
Step 32: Remarketing setup (Facebook pixel , Google)

The screenshot shows the Facebook Events Manager interface. The browser tabs include Home - Canva, Digital Marketing Fun..., (11) Facebook, Events Manager, New campaign - 445, Best Bulk SMS Service, and laptop price in india. The URL is facebook.com/events_manager2/list/pixel/1857444731138573/diagnostics?act=375621282537685. The page title is "Data Sources". On the left, there is a search bar and a list of data sources, including "Rajeev Lochan's Pixel" with ID 1857444731138573. The main content area shows the "Diagnostics" tab for "Rajeev Lochan's Pixel". It includes tabs for Overview, Test Events, Diagnostics, History, and Settings. The "Diagnostics" section has a "Create Ad" button and a "Create Custom Audience" button. Below these, there are sections for "Active Issues" and "Previously Detected" issues. A message at the bottom states "You have no active issues at this time."

The screenshot shows the Google Ads interface. The browser tabs include Home - Canva, Digital Marketing Fun..., (11) Facebook, Events Manager, Overview - 445-742-1, Best Bulk SMS Service, and laptop price in india. The URL is ads.google.com/aw/overview?ocid=562518234&euid=439497998&_u=3899190302&uscid=562518234&c=8147350666&authuser=0&subid=in-en-et-g-aw-c-home-awhp_xin1_signin%21o2. The page title is "Google Ads | All campaigns". The interface includes a left sidebar with navigation options like "All campaigns", "Video campaigns", "Smart campaigns", "Enabled, Paused and Removed", "channel sub ads- 17april", "sachi baate 02 video ad", "tulshi - 2021-02-23", "womens day", "Mahashivratri", "holi new video ad 26 march", "holi ad 27 mar", "Video campaign # 1600101162660", "Video campaign # 1600101473453", and "Video campaign # 1600098720204". The main content area shows the "Overview" tab for a campaign. It includes a "Performance Planner" section with a line graph showing performance over time. The graph has two lines, one red and one blue, showing a peak in performance around 10 May 2021. The y-axis ranges from 0 to 400K. The x-axis shows dates from 14 Sep 2020 to 10 May 2021. Below the graph, there are sections for "Campaigns" and "Billing summary".

To Do List for Digital Marketing

Step 33: Shopify Account for Dropshipping



The screenshot shows the Shopify India homepage in a web browser. The browser's address bar displays 'shopify.in'. The page features the Shopify logo in the top left corner and a 'Log in' link with a menu icon in the top right. The main heading reads 'Anyone, anywhere can start an ecommerce website'. Below this, there is a white input field labeled 'Enter your email address' and a green button labeled 'Start free trial'. At the bottom, a text block states: 'Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.' The browser's taskbar at the bottom shows various open applications and the system clock indicating 23:22.

shopify

Log in

**Anyone, anywhere can
start an ecommerce
website**

Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

To Do List for Digital Marketing

Step 34: Payment Gateway (Your Name (Bankwala), Bank Ac No, IFSC Code , PAN, Mobile No , Email , GST with current Account is good , Aadhaar

Payment Links

DEFAULT PAYMENT LINK

<https://www.instamojo.com/@digitalgurur> [Send Link](#) [View Payments](#) [Expire Link](#)

Live Links **Expired Links**

☐ Expire | ☐ Delete

AMOUNT	PAYMENT FOR	EXPIRY STATUS
☐ ₹ 500	I need donations	Send ... v
☐ ₹ 5,000	Digital Marketing Fee	Send ... v
☐ ₹ 500	Dropshipping worksh...	Send ... v

[Help](#) 23:24 12-05-2021

To Do List for Digital Marketing

Step 35: for More Visibility other account - quora , OLX , justdail etc

The screenshot shows a web browser window with multiple tabs open. The active tab is a Quora page titled "What are all the websites similar to TutorialsPoint and W3Schools?". The page features a search bar, a "Sign In" button, and a cookie notice. Below the question, there is an advertisement for SEOProfiler.com. The main answer is by Kari King, who works at Washtenaw Community College. The answer discusses website design trends and mentions a tutorial-based website. A "Continue Reading" button is visible. On the right, there is a "Related Questions" section with several links. At the bottom, there is a Windows taskbar with a search bar and system icons.

Home - Car x Digital Mar x (11) Facebo x Events Man x Conversion x Best Bulk S x laptop price x Best Econm x Payment Li x What are all x

quora.com/What-are-all-the-websites-similar-to-TutorialsPoint-and-W3Schools

Quora

Search for questions, people, and topics

Sign In

Quora uses cookies to improve your experience. [Read More](#)

What are all the websites similar to TutorialsPoint and W3Schools?

Ad by SEOProfiler.com

Your new SEO tool - one week free.

Everything you need to get high search engine rankings. All of the tools. Great results. One week free!

[Learn More](#)

13 Answers

Kari King, works at Washtenaw Community College
Answered 6 years ago

Website designs are more like fashion than anything. Every so often a look becomes popular and then a hundred different sites copy that look. This is why a lot of news sites and online newspapers look similar. Also, I'm sure you've seen those websites where the graphics, colors, and images move as you scroll. That's the new hot look right now, especially for longer articles and blogs.

As for the websites you mention, there's also one that's based on tutorials for Microsoft products (The name escapes me at the moment) that organizes things in a similar layout. I imagine any website that offers

[Continue Reading](#)

2

Related Questions

- [How do the websites like W3Schools and TutorialsPoint earn money?](#)
- [What is Python in Tutorialspoint?](#)
- [Where can I find reviews for TutorialsPoint?](#)
- [How do websites like Javatpoint, Tutorialspoint, Studyopedia, and W3Schools earn?](#)
- [Is there any WordPress site that is the same as W3Schools?](#)
- [Where do sites like W3Schools and Tutorialspoint store their content?](#)

Microsoft 365

Microsoft 365 Business Basic

250 तक लोगों के लिए वीडियो कॉन्फ्रेंसिंग और एक कस्टम डोमेन के साथ ईमेल होस्टिंग के साथ कुशल बने रहें

अभी खरीदें

Type here to search

23:25 12-05-2021

To Do List for Digital Marketing

Step 36: Digital Visiting Card for Business / Personal



Digital Guru Rajeev

RAJEEV KUMAR

Digital Marketer



9334285656

digitalgururajeev@gmail.com

☒ Ganga Market , Shivpuri , Behind A N College , Patna ☒ Near SBI Bank , Sandalpur Rd ,Kumhrar , Patna



Products & Services

Digital Marketing Course



Digital Marketing Services





Dropshipping से कैसे कमाएं लाखों रुपए Per Month Super Easy



WHEN	11 DEC TO 15 DEC 2020 10:30 AM TO 5:30 PM
WHERE	GANGA MARKET , BORING RD PATNA
TOPIC :	DROPSHIPPING INDIAN AND INTERNATIONAL
MORE TOPIC	FACEBOOK MARKETING E-COMMERCE WEBSITE GOOGLE ADS SEO YOUTUBE MARKETING DIGITAL MARKETING

5 DAYS PAID WORKSHOP



DIGITAL GURU RAJEEV

To Do List for Digital Marketing

How to Drive Traffic to Dropshipping / Website / Products :

Facebook Ads Marketing

Google Ads Marketing (Search ad , Display ad , shopping ad)

YouTube Ads Marketing

SEO : Local / Dropshipping / Video / Products

Note: Please suggest more ideas

How you can earn money by Digital Marketing.

- Digital Marketing Jobs
- Freelancer Jobs from Home
- Content Marketing : YouTube / Blog
- Affiliate Marketing
- E commerce Business : Website / Amazon shop etc
- Dropshipping Business

Digital Marketing Jobs

The screenshot shows a web browser window with several tabs open. The active tab is titled 'digital marketing jobs in india'. The address bar shows the search URL: [google.com/search?q=digital+marketing+jobs+in+india&rlz=1C1GCEA_enIN922IN922&biw=1015&bih=492&sxsrf=ALeKk00_C4IP1Cz6OWeeHf0GCEn_FxCJFw%3A1620799512357&ei=GHCbY...](https://www.google.com/search?q=digital+marketing+jobs+in+india&rlz=1C1GCEA_enIN922IN922&biw=1015&bih=492&sxsrf=ALeKk00_C4IP1Cz6OWeeHf0GCEn_FxCJFw%3A1620799512357&ei=GHCbY...)

The Google search bar contains the text 'digital marketing jobs in india'. Below the search bar, the first search result is from Naukri.com:

<https://www.naukri.com> › digital marketing Jobs ▾
Digital Marketing Jobs - Jobs In Digital Marketing - Naukri.com
Apply To 22028 **Digital Marketing Jobs** On Naukri.com, **India's** No.1 **Job** Portal. Explore **Digital Marketing** Openings Across Top Companies Now!

The second search result is from LinkedIn:

<https://in.linkedin.com> › jobs › digital-marketing-jobs ▾
17,000+ Digital Marketing jobs in India (497 new) - LinkedIn
17,000+ **Digital Marketing Jobs in India** (497 new) · Social Media Marketing Xiaomi India Graphic · Product Analyst Times Internet Graphic · Digital Media Specialist ...

The third search result is from Indeed.com:

<https://in.indeed.com> › Digital-Marketing-jobs ▾
Digital Marketing Jobs and Vacancies - May 2021 | Indeed.com
By creating a **job** alert or receiving recommended **jobs**, you agree to our Terms. You can change your consent settings at any time by unsubscribing or as ...

The Windows taskbar at the bottom shows the search bar with the text 'Type here to search', several application icons (including Chrome and WhatsApp), and the system clock displaying '11:38' and '12-05-2021'.

Digital Marketing Jobs

Browser tabs: All your designs - Canva, Digital Marketing Funda - Present, What is Digital Marketing? Demo, digital marketing salary in india -

Address bar: google.com/search?q=digital+marketing+salary+in+india&rlz=1C1GCEA_enIN922IN922&biw=1015&bih=492&sxsrf=ALeKk00neGtbmfc9WhjOnxn7DA2-fuXOnw%3A1620799703758&ei=13Cb...

Google logo

Search bar: digital marketing salary in india

Navigation: All, News, Images, Videos, Shopping, More, Settings, Tools

About 6,27,00,000 results (0.80 seconds)

https://www.upgrad.com › Home › Digital Marketing

Digital Marketing Salary in India 2021 - Average to Highest ...

The average **salary** for a **Digital Marketing** Manager is Rupees 8,09,777 in **India**. This is for a candidate with ...

25-Aug-2019 · Uploaded by upGrad

What is the salary of a Digital Marketing Manager? ✓

What is the starting salary after Digital Marketing course? ✓

People also ask

How much does a digital marketer earn in India?

Windows taskbar: Type here to search, 11:39, 12-05-2021

Digital Marketing Jobs

Digital marketing job description templates.' and 'There are 10 detailed templates of digital job role descriptions , for each showing alternative job descriptions, main areas of responsibilities, typical tasks, technical and management skills needed and typical salary ranges. The jobs covered include both company and agency job of different seniority:'. This is followed by a list of 10 job roles, each preceded by a right-pointing chevron: 'Analytics Manager', 'CRM and Email marketing Manager', 'Digital Agency Account Manager and Sales Director', 'Copywriter', 'Digital Marketing Manager and Web Manager', 'Ecommerce Manager', 'PPC Search Manager', 'Search Manager / SEO Manager', 'Social Media Manager or Community Manager', and 'Web Developer and Web Designer'. At the bottom, the start of another paragraph is visible: 'How to best structure a digital team to work as an integrated part of marketing is a key challenge too. To help'."/>

Smart Insights

Digital Marketing Toolkits Business Toolkits

Explore our Digital Marketing Strategy and Planning Toolkit

WWW.FIRST10.CO.UK | WWW.SMARTINSIGHTS.COM

Job and role descriptions for digital marketing

To help marketers find the right job in digital and to help companies recruit the right person, we have created a new series of [Digital marketing job description templates](#).

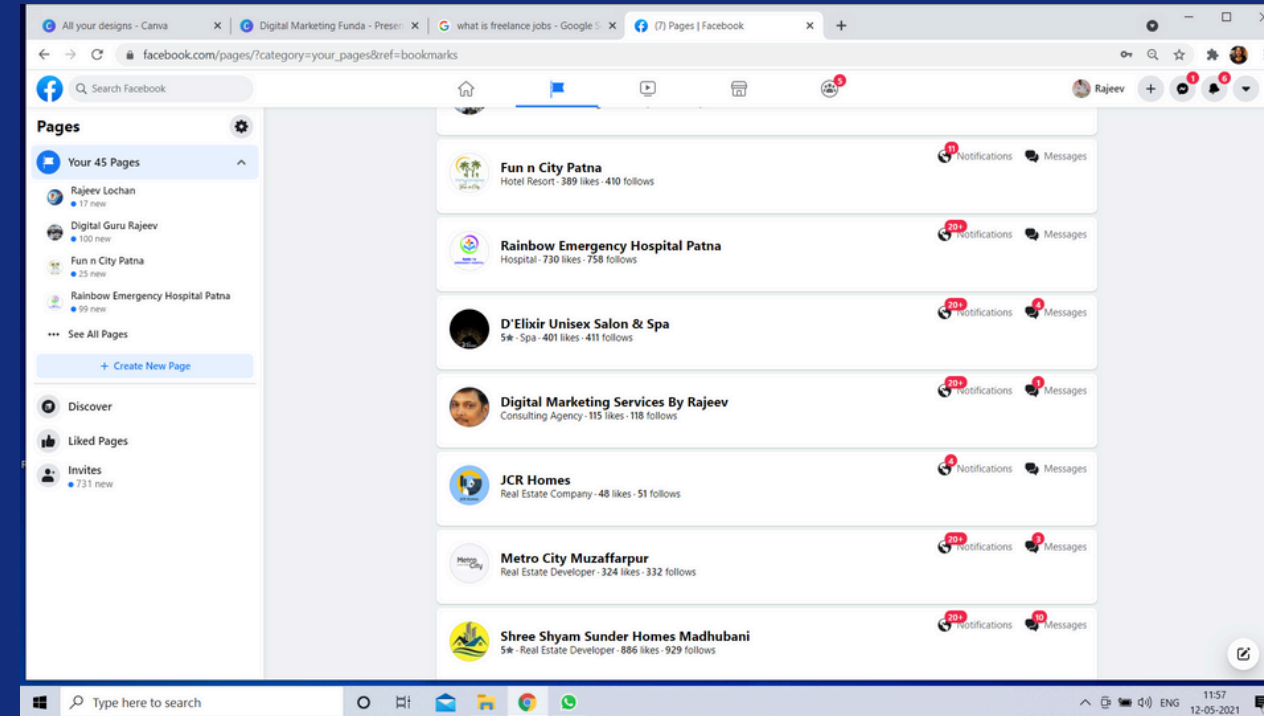
There are 10 detailed templates of digital job role descriptions , for each showing alternative job descriptions, main areas of responsibilities, typical tasks, technical and management skills needed and typical salary ranges. The jobs covered include both company and agency job of different seniority:

- Analytics Manager
- CRM and Email marketing Manager
- Digital Agency Account Manager and Sales Director
- Copywriter
- Digital Marketing Manager and Web Manager
- Ecommerce Manager
- PPC Search Manager
- Search Manager / SEO Manager
- Social Media Manager or Community Manager
- Web Developer and Web Designer

How to best structure a digital team to work as an integrated part of marketing is a key challenge too. To help

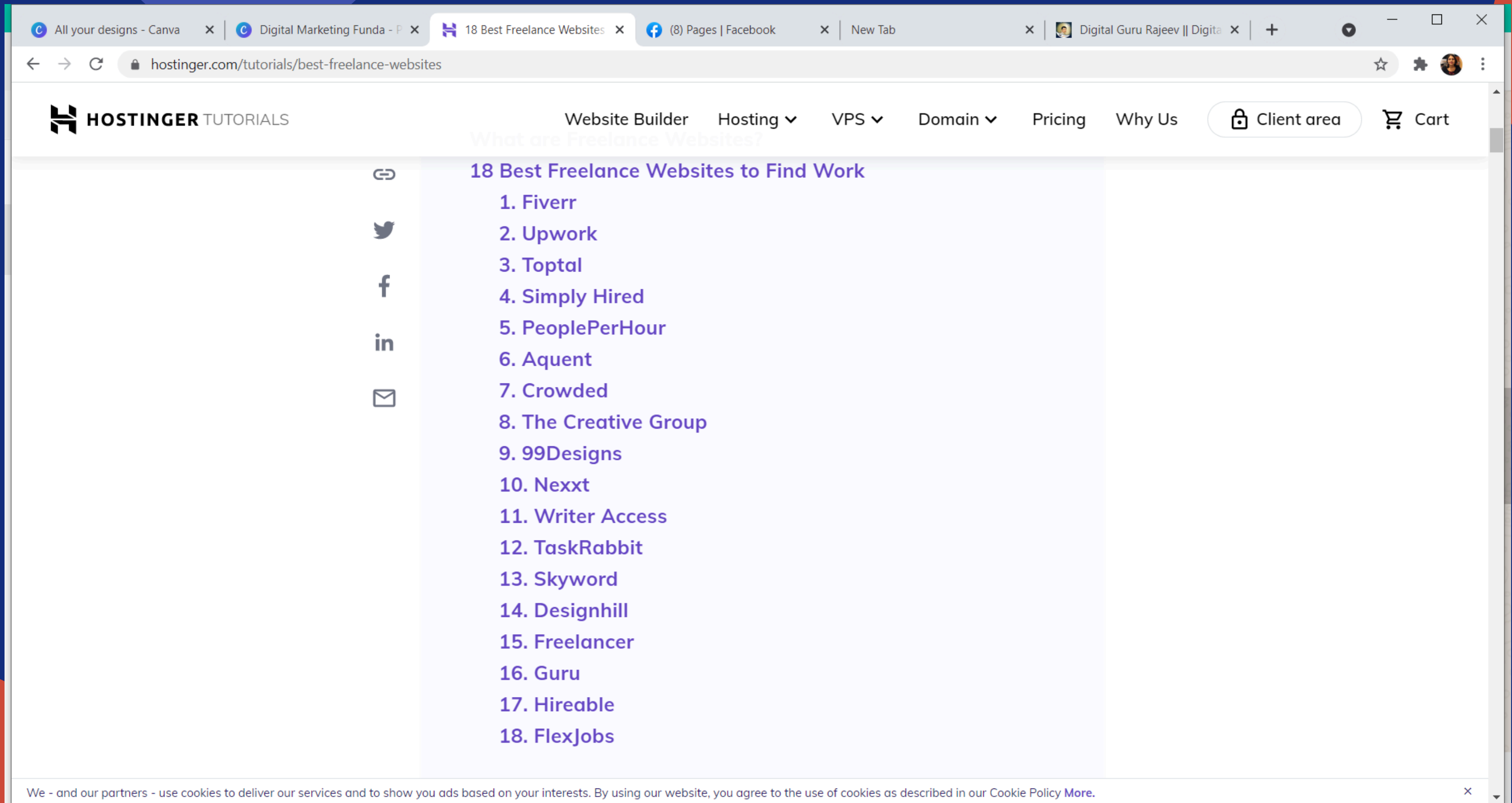
Freelancer Jobs from Home

A freelancer is a self-employed person who offers services, often working on several jobs for multiple clients at one time.



Freelancer Jobs from Home

Best Freelance Websites to Find Work



The screenshot shows a web browser window with multiple tabs open. The active tab is titled "18 Best Freelance Websites" and the URL is "hostinger.com/tutorials/best-freelance-websites". The page features the Hostinger logo and navigation links for Website Builder, Hosting, VPS, Domain, Pricing, Why Us, Client area, and Cart. The main content area is titled "18 Best Freelance Websites to Find Work" and lists 18 websites in a numbered format. On the left side of the list, there are social media sharing icons for Link, Twitter, Facebook, LinkedIn, and Email. A cookie consent banner is visible at the bottom of the page.

HOSTINGER TUTORIALS

Website Builder Hosting VPS Domain Pricing Why Us Client area Cart

What are Freelance Websites?

18 Best Freelance Websites to Find Work

1. Fiverr
2. Upwork
3. Toptal
4. Simply Hired
5. PeoplePerHour
6. Aquent
7. Crowded
8. The Creative Group
9. 99Designs
10. Nexxt
11. Writer Access
12. TaskRabbit
13. Skyword
14. Designhill
15. Freelancer
16. Guru
17. Hireable
18. FlexJobs

We - and our partners - use cookies to deliver our services and to show you ads based on your interests. By using our website, you agree to the use of cookies as described in our Cookie Policy [More](#).

Content Marketing : YouTube / Blog / Webinar

Content marketing works by offering readers informative and useful material that provides insight and value. Using blogs, eBooks, social media posts, graphics and videos, content marketing attracts potential customers, keeps them engaged and moves them further along the sales funnel

- Adsense for YouTube
- Adsense for Blog
- Google Admob for app
- Facebook and
- Instagram Monetization
- Selling Exclusive Rights
- Affiliate Sales
- Subscription/Membership Content
- Donations
- Sponsored Content
- Paid Speaking
- Consulting
- Selling Your Own Products

Affiliate Marketing

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others

This screenshot shows the Amazon India product page for the Samsung Galaxy S21. The page features a large image of the phone, a 97% specification score, and a 4.3/5 star rating from 140 user reviews. The price is listed as Rs. 67,999 (onwards). Below the price, there are links to 'GO TO STORE' for various retailers including Amazon.in, TATA CLIQ, and happi. A 'Key Specs' section is visible, detailing the phone's performance, display, camera, and battery. A vertical banner on the right side of the page promotes a 'Shopify Sales' boost.

This screenshot shows the product page for a 'Mother's Choice Baby Boys' Clothing Set' on the Fashion Arya website. The page displays a collection of baby clothing items, including a onesie, pants, and a hat. The price is listed as ₹1,220.00 (as of 11/05/2021 04:34 PST). A 'BUY PRODUCT' button is visible at the bottom right. The page also includes a 'FOLLOW US' section with social media links and a 'PRODUCT CATEGORIES' list.

This screenshot shows a YouTube video titled 'You Should Buy (2020)' with the subtitle 'Top 5 Best College Backpack | School Bags for Boys | You should Buy [2020 - 21]'. The video has 62,599 views and was uploaded on Sep 13, 2020. The video player shows a backpack. Below the video, there is a list of top trending now videos, including 'Skybags Hector 17 inch 35 Ltrs Blue White Laptop Backpack (HECTOR)', 'Wildcraft 44 Ltrs Blaze 3 Tiger Black Casual Backpack (12274_Tiger_Black)', and 'Skybags Stream Polyester 1811 cm Blue Spacious School Backpack with Rain Cover'. A 'SUBSCRIBE' button is also visible.

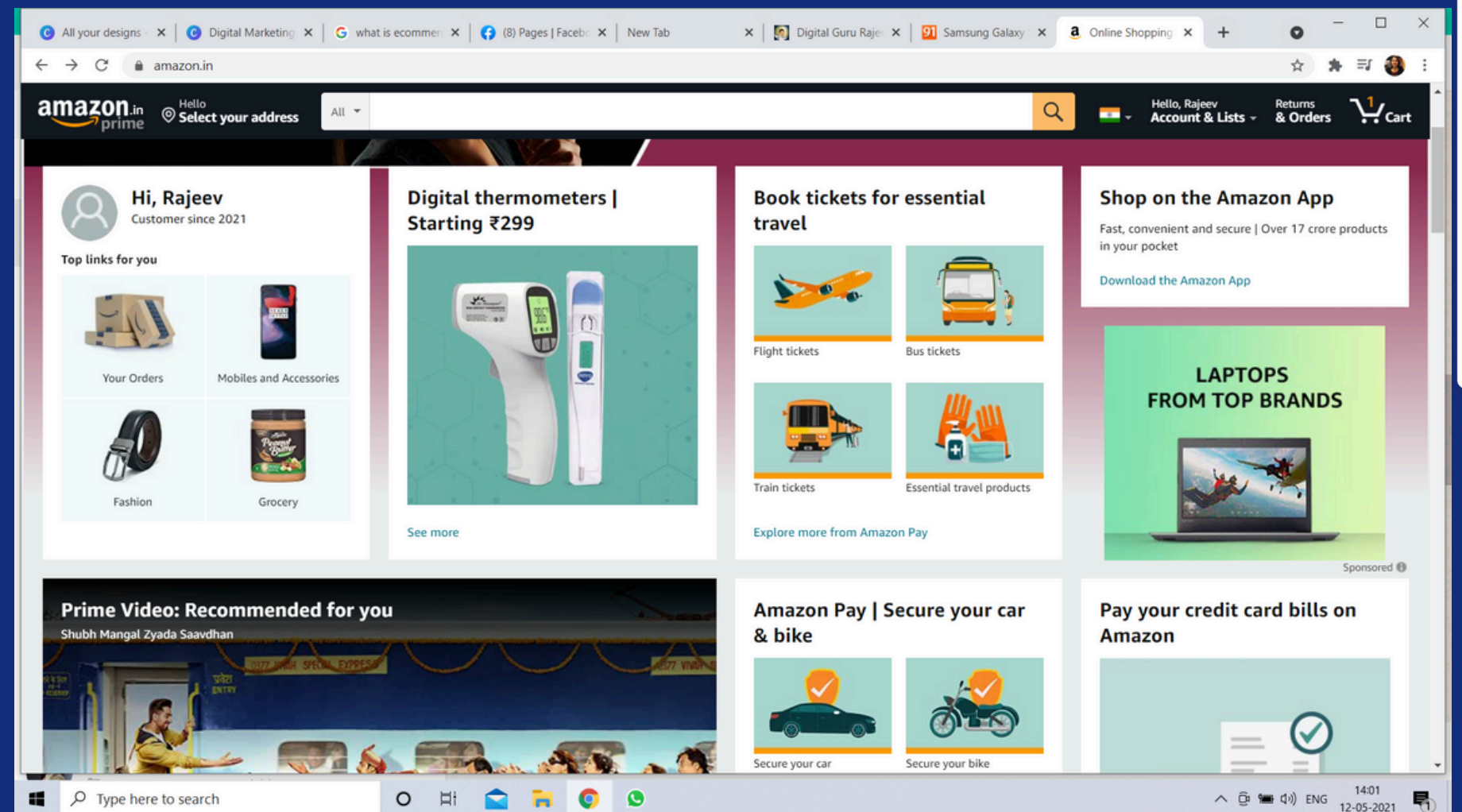
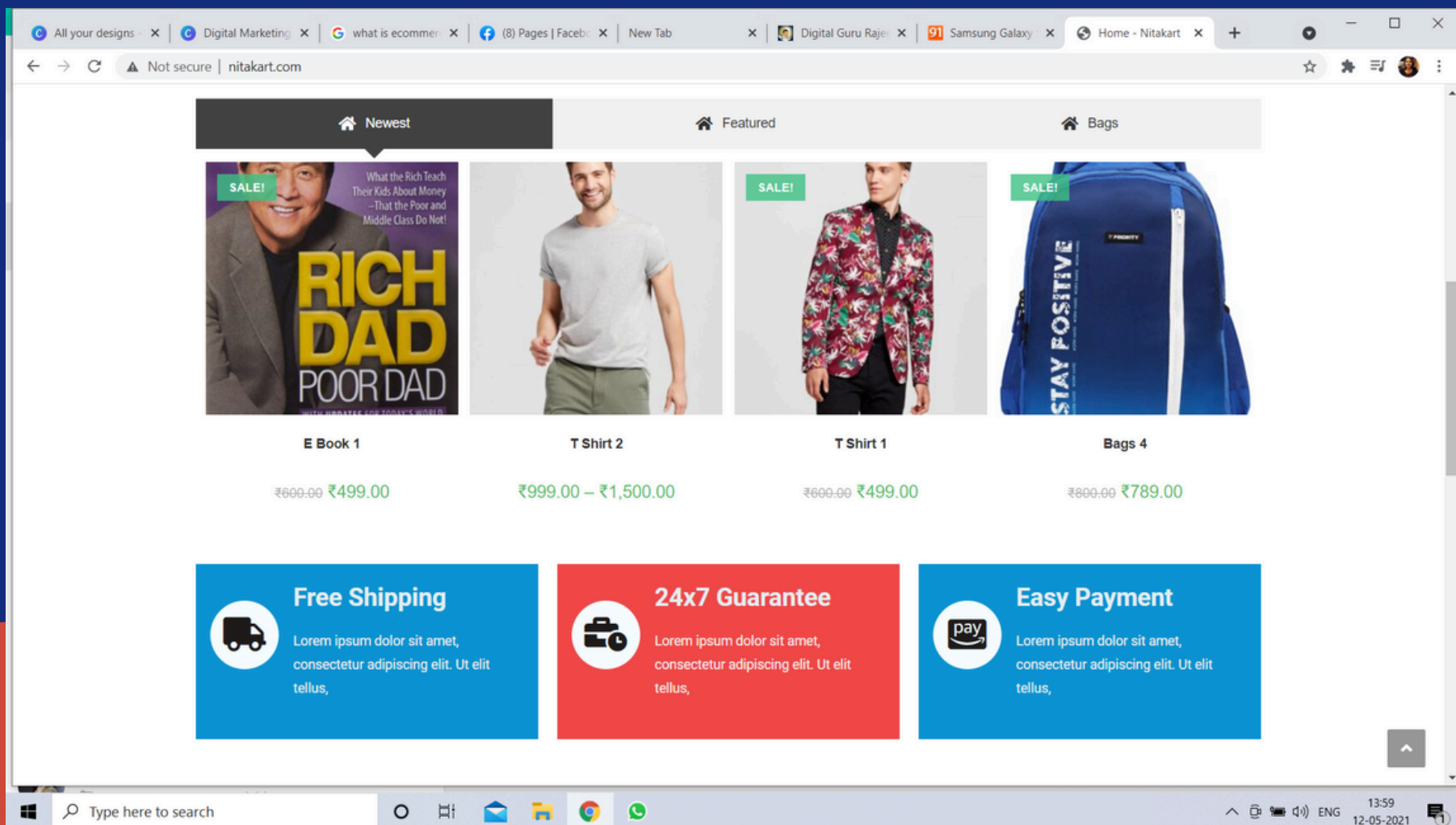
This screenshot shows the Shout Me Loud website, which is a platform for promoting digital products. The website features several promotional banners for various services, including '6 Best WordPress Hosting in 2021 (Top WordPress Hosting Comparison)', '4 Cheap WordPress Hosting Services in 2021 (Comparison + Deals)', '4 Best WooCommerce Hosting Providers for All', 'How To Install WordPress On Bluehost Hosting', and '6 Best Cloud Hosting for WordPress Solutions:'. The website also includes a 'SHOUT ME LOUD' logo and a 'Howdy, I'm ShoutMeLoud bot. Ask me a question and let me find an answer for you!' message.

E commerce Business : Website / Amazon shop etc

Electronic Commerce means selling of goods, products, or services over the internet.

Example 1 Product @ nitakart.com

Example 2 Product @ Amazon / Flipkart etc



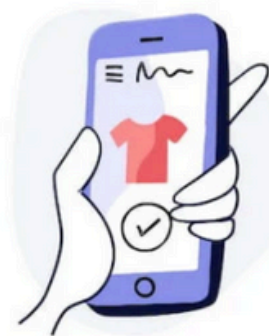
Dropshipping Business

Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product using the dropshipping model, it purchases the item from a third party and has it shipped directly to the customer. As a result, the seller doesn't have to handle the product directly.

- International Dropshipping Suppliers : AliExpress , cjdropsipping.com , spocket.co etc
- Indian Dropshipping Suppliers : GlowRoad , meesho , shop101 , baapstore.com etc

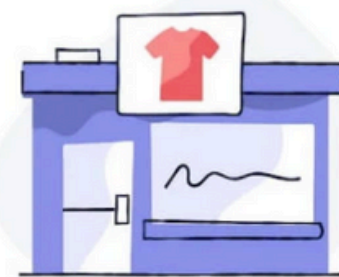
How does dropshipping work?

No more up front inventory costs or shipping logistics.
With dropshipping, products are sent directly from your wholesaler to your customers.



Step one

Your customer places an order from your online store



Step two

Your store automatically sends the order to your dropshipping supplier



Step three

Your dropshipping supplier prepares your customer's order



Step four

Your dropshipping supplier ships the order directly to your customer

Certification List

- Google Ads Fundamentals
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Shopping Advertising Certification
- Google Digital Sales Certification
- Google Mobile Sites Certification
- Google Ads Mobile App Certification
- Google Analytics Individual Qualification
- Google Analytics For Beginners
- Advanced Google Analytics
- Google Analytics For Power Users
- Google Analytics 360
- Google Digital Garage Quiz
- Google Digital Garage Final Exam

Certification List

- Google Campaign Manager Certification
- Google Display & Video 360 Certification Exam
- Google Search Ads 360 Certification Exam
- Android Enterprise Platform Associate Exam
- YouTube Channel Growth , Content Ownership , Asset Monetization
- Yandex Metrica Certification
- Yandex Direct Certification
- HubSpot Inbound Certification Exam
- HubSpot Social Media Certification
- HubSpot Email Marketing Certification
- HubSpot Inbound Marketing Certification
- HubSpot Content Marketing Certification
- HubSpot Marketing Software Certification
- HubSpot Sales Enablement Certification
- HubSpot Sales Software Certification

Certification List

- HubSpot Inbound Sales Certification
- HubSpot Growth-Driven Design Certification
- HubSpot Growth Driven Design Agency Certification
- HubSpot CMS For Developers Certification
- SEMrush SEO Toolkit Certification Exam
- SEMrush Content Marketing Toolkit Certification
- SEMrush Advertising Toolkit Certification
- SEMrush Affiliate Program Terms Certification
- SEMrush Social Media Toolkit Certification
- SEMrush SEO Fundamentals Certification
- SEO Toolkit Exam For Advanced SEMrush Users Certification
- SEMrush Technical SEO Certification Exam
- SEMrush PPC Fundamentals Exam
- SEMrush SMM Fundamentals Exam
- Bing Accreditation Exam

Certification List

- Amazon E- Commerce (ATES) by amazon
- Facebook Blueprint Certification is Paid Exam 150 USD
- 47. Facebook Advertising Core Competencies exam
- 48. Facebook Certified Planning Professional
- 49. Facebook Certified Buying Professional
- Google My Business
- more +++



Meet Our Team

DIGITAL GURU RAJEEV

Located in the heart of Patna



We are Founder of Digital Marketing in Bihar . India. Having 25+ Years of Experience. Work for IIT , BIT , Amity, apollo, Devendra Green City , ,Many News Channel etc

Let's work together!

- **Contact for Full Digital Marketing Services**
- **Digital Marketing Offline / Online Courses**
- **<https://digitalgururajeev.newzenler.com/>**



Visit for online courses

DGR prospectus pdf download
link at description

Website : digitalgururajeev.com

digitalgururajeev@gmail.com

HEADQUARTERS

Ganga Market , Shivpuri, Behind A N
College , Boring Rd , Patna - 23

PHONE

9334285656

EMAIL