



99GRAPHICS DESIGN
PRIVATE LIMITED

EMPOWER YOUR FUTURE THROUGH **DIGITAL MARKETING**



www.99eedu.com



8777517741

INTRODUCTION TO DIGITAL MARKETING

1. WHAT IS DIGITAL MARKETING?
2. TRADITIONAL MARKETING VS DIGITAL MARKETING?
3. WHAT ARE THE BENEFITS OF DIGITAL MARKETING?
4. INBOUND & OUTBOUND MARKETING?
5. WHAT IS THE FUTURE OF DIGITAL MARKETING?
6. WHAT IS SEARCH ENGINE?
7. TYPES OF SEARCH ENGINE?
8. HOW DOES THE SEARCH ENGINE WORK?
9. WHY GOOGLE IS THE WORLD'S BEST SEARCH ENGINE?
10. RANKING FACTORS OF GOOGLE!
11. IMPORTANT TOOLS IN DIGITAL MARKETING.
12. WHAT IS ONLINE ADVERTISING?
13. WHAT IS AD-WORDS?

WEBSITE DESIGN GUIDELINES

1. WHAT IS THE WEBSITE?
2. WHAT IS WWW?
3. WHAT ARE THE DIFFERENT TYPES OF WEBSITES?
4. WEB PAGE VS WEBSITE
5. DIFFERENCE BETWEEN BLOG VS WEBSITE
6. HOW TO BUILD A WEB PAGE?
7. WEB DESIGN VS WEB DEVELOPMENT
8. WHAT MAKES A WEBSITE USER-FRIENDLY?
9. DYNAMIC VS STATIC WEBSITE
10. WHAT ARE RESPONSIVE WEBSITES?
11. CREATE YOUR OWN PORTFOLIO WEBSITE.

DOMAIN REGISTRATION AND HOSTING

1. WHAT IS DOMAIN ?
2. PARTS OF DOMAIN NAME.
3. HOW TO CHOOSE A DOMAIN NAME?
4. WHAT IS THE PROTOCOL?
5. WHAT IS IP ADDRESS?
6. WHAT IS WEB HOSTING?
7. WHAT IS UP TIME?
8. TYPES OF WEB HOSTING.
9. HOW TO BUY DOMAIN AND HOSTING?
10. BUYING AND MANAGING DOMAINS.
11. WHAT IS SSL CERTIFICATION?
12. WHEN YOUR SITE GOES DOWN WHAT WILL HAPPEN?
13. WHAT IS THE PAGE AUTHORITY AND DOMAIN AUTHORITY?



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SEARCH ENGINE OPTIMIZATION (SEO)

1. INTRODUCTION AND UNDERSTANDING OF SEO?
2. HOW DOES SEARCH ENGINE WORK?
3. BASICS OF SEO.
4. ON-PAGE SEO VS OFF-PAGE SEO.
5. WHAT IS THE MAIN PURPOSE OF USING KEYWORDS IN SEO?
6. SOME IMPORTANT SEO TOOLS.
7. WHAT IS LINK BUILDING AND WHY DOES IT MATTER?
8. WHAT ARE BACKLINKS?
9. WHAT IS AN OUTBOUND LINK?
10. DIFFERENCE BETWEEN DO-FOLLOW AND NO-FOLLOW LINKS.
11. WHAT IS GOOGLE MY BUSINESS?
12. POPULAR SEO BLOGS TO FOLLOW.
13. WHAT ARE META TAGS
14. WHAT IS AN ANCHOR TEXT?
15. WHAT IS ROBOTS.TXT?
16. WHAT IS THE LANDING PAGE?
17. LATEST UPDATES IN GOOGLE SEARCH ALGORITHM.
18. PANDA ALGORITHM VS PENGUIN ALGORITHM.
19. WHAT IS SITEMAP? HOW IS IT IMPORTANT?
20. WHAT IS SOCIAL BOOKMARKING?
21. WHAT IS SOCIAL NETWORKING?
22. WHAT IS RSS FEED?
23. WHAT ARE GOOGLE SITELINKS?
24. WHAT IS ALEXA RANKING?
25. WHY WE USE CONTENT MARKETING FOR SEO?



KEYWORD RESEARCH AND PLANNING

1. WHAT ARE KEYWORDS?
2. TYPES OF KEYWORDS.
3. KEYWORD-BASED ON LENGTH.
4. HISTORY OF KEYWORD RESEARCH.
5. WHY IS KEYWORD RESEARCH IMPORTANT?
6. LSI KEYWORDS.
7. WHAT IS THE KEYWORD RESEARCH?
8. UNDERSTANDING YOUR TARGET MARKET.
9. WHAT IS KEYWORD DENSITY?
10. KNOW WHAT YOUR PEOPLE WANT.
11. HOW TO USE GOOGLE KEYWORD PLANNER?
12. HOW TO DO THE BUSINESS ANALYSIS?

SEO FRIENDLY CONTENT WRITING

1. WHAT IS CONTENT WRITING.
2. INTRODUCTION TO THE DIFFERENT TYPES OF CONTENTS.
3. HOW TO IMPROVE WRITING SKILLS?
4. HOW TO WRITE SEO OPTIMIZED CONTENT?
5. USE OF PROPER TAGS (H1, H2, H3).
6. ATTRACTIVE TITLE AND HEADINGS.
7. ANCHOR TEXTS.
8. HOW TO COUNT WORDS.
9. UNDERSTANDING YOUR AUDIENCE.
10. WRITE FOR USERS, NOT FOR GOOGLE.
11. WHAT MAKES GOOD CONTENT?

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SMM (SOCIAL MEDIA MARKETING)

- INTRODUCTION TO SOCIAL MEDIA

1. FACEBOOK
2. INSTAGRAM
3. YOUTUBE
4. LINKEDIN
5. TWITTER
6. PINTEREST
7. AWARENESS

- SOCIAL MEDIA MARKETING STRATEGY

1. CHOOSE GOALS THAT ALIGN TO BUSINESS OBJECTIVES.
2. LEARN EVERYTHING YOU CAN ABOUT YOUR AUDIENCE.
3. GET TO KNOW YOUR COMPETITION.
4. DO A SOCIAL MEDIA AUDIT.
5. SET UP ACCOUNTS AND IMPROVE PROFILES.
6. FIND INSPIRATION.
7. CREATE A SOCIAL MEDIA CONTENT CALENDAR.
8. CREATE COMPELLING CONTENT.
9. TRACK PERFORMANCE AND MAKE ADJUSTMENTS.
10. HASHTAGS CONCEPTS.
11. WHAT IS ORGANIC SOCIAL MEDIA?
12. WHAT IS PAID SOCIAL MEDIA?
13. PAID VS ORGANIC SOCIAL MEDIA
14. HOW TO INTEGRATE A PAID AND ORGANIC SOCIAL MEDIA STRATEGY

- FACEBOOK & INSTAGRAM ADS

- | | |
|--------------------|------------------|
| 1. BRAND AWARENESS | 5. APP PROMOTION |
| 2. TRAFFIC | 6. SALES |
| 3. ENGAGEMENT | |
| 4. LEADS | |

- PPC

1. INTRODUCTION TO YOUTUBE
2. CONNECT YOUTUBE CHANNEL TO GOOGLE ADS
3. HOW TO RUN SKIPPABLE INSTREAM ADS
4. CREATING DISCOVERY ADS IN GOOGLE ADS
5. HOW TO RUN AD SEQUENCE ADS
6. IMPORTANT METRICS IN YOUTUBE ADS
7. YOUTUBE ADS APPROVED BUT NOT RUNNING
8. REMARKETING USING OVERLAY ADS
9. HOW TO RUN OUTSTREAM ADS
10. OPTIMIZING YOUTUBE ADS

- LINKEDIN ADS

1. OBJECTIVES
2. AWARENESS
3. CONSIDERATION
4. CONVERSION
5. AD FORMATS
6. SPONSORED CONTENT
7. SPONSORED MESSAGING
8. DYNAMIC ADS
9. TEXT ADS
10. ADVERTISING FEATURES
11. PRICING
12. BOOSTING
13. TARGETING
14. CONVERSION TRACKING
15. INSIGHT TAG
16. REPORTING AND ANALYTICS
17. LEAD GENERATION

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- **GOOGLE ADS**

1. INTRODUCTION TO GOOGLE ADS & TYPES OF GOOGLE ADS.
2. HOW TO CREATE GOOGLE ADS ACCOUNT.
3. WORKING OF GOOGLE ADS & CONCEPT OF AD RANK
4. HOW TO CREATE GOOGLE ADS MANAGER ACCOUNT
5. ADDING PAYMENT METHODS IN GOOGLE ADS
6. HOW TO GET RS 20000/- FROM GOOGLE ADS
7. WHAT IS CTR, HOW TO CALCULATE CTR, VIEWABLE & RELATIVE CTR
8. WAYS TO IMPROVE QUALITY SCORE IN GOOGLE ADS
9. WHAT IS GOOGLE SEARCH NETWORK (GSN) & DISPLAY NETWORK (GDN)
10. WALKTHROUGH OF GOOGLE SEARCH CAMPAIGN [IMP VIDEO]
11. NETWORK SETTINGS IN GOOGLE ADS
12. LOCATION TARGETING IN GOOGLE ADS
13. CONCEPT OF LANGUAGE SETTINGS IN GOOGLE ADS
14. COMPLETE CONCEPT OF DAILY BUDGET
15. MANUAL VS AUTOMATED BIDDING STRATEGIES
16. BIDDING STRATEGIES IN GOOGLE ADS
17. START & END DATE IN GOOGLE ADS
18. AD GROUPS & AD GROUP STRUCTURE/ THEMING IN GOOGLE ADS
19. WHAT IS A KEYWORD, QUERIES & SEARCH TERMS IN GOOGLE ADS
20. KEYWORD RESEARCH PROCESS
21. KEYWORD MATCH TYPES EXPLAINED IN DETAIL
22. HOW TO REMAIN UPDATED IN GOOGLE ADS
23. CONCEPT OF SHARED BUDGET IN GOOGLE ADS
24. RECOMMENDATIONS IN GOOGLE ADS
25. HOW TO SETUP DYNAMIC SEARCH ADS
26. HOW TO DO COMPARISON IN GOOGLE ADS
27. CHANGE HISTORY FEATURE IN GOOGLE ADS
28. GOOGLE CALL ONLY ADS | HOW TO SETUP CALL ONLY ADS
29. AUTOMATED RULES GOOGLE ADS | HOW TO CREATE AUTOMATED RULES
30. SCRIPTS IN GOOGLE ADS | HOW TO IMPLEMENT SCRIPTS IN GOOGLE ADS
31. GOOGLE ADS POLICIES | HOW TO REMOVE GOOGLE ADS SUSPENSION
32. HOW TO COPY CAMPAIGNS FROM ONE GOOGLE ADS ACCOUNT TO OTHER
33. NEW WAYS OF CREATING CONVERSION IN GOOGLE ADS
34. HOW TO SETUP PERFORMANCE MAX CAMPAIGN IN GOOGLE ADS?
35. HOW TO PERFECTLY USE NEGATIVE KEYWORDS IN GOOGLE ADS

GRAPHICS DESIGN

- **MODULE 1: INTRODUCTION TO GRAPHICS DESIGN**

- UNDERSTANDING THE ROLE OF GRAPHICS DESIGN IN DIGITAL MARKETING
- OVERVIEW OF GRAPHIC DESIGN PRINCIPLES AND ELEMENTS
- INTRODUCTION TO DESIGN SOFTWARE (E.G., ADOBE PHOTOSHOP, ILLUSTRATOR, CANVA)

- **MODULE 2: DESIGNING FOR DIGITAL PLATFORMS**

- CREATING GRAPHICS FOR WEBSITES AND LANDING PAGES
- DESIGNING SOCIAL MEDIA GRAPHICS (E.G., PROFILE IMAGES, COVER PHOTOS, POSTS)
- OPTIMIZING GRAPHICS FOR DIFFERENT DIGITAL PLATFORMS AND DEVICES

- **MODULE 3: VISUAL CONTENT CREATION**

- DESIGNING ENGAGING VISUAL CONTENT FOR DIGITAL MARKETING CAMPAIGNS
- CREATING INFOGRAPHICS, CHARTS, AND DIAGRAMS TO VISUALIZE DATA
- INCORPORATING TYPOGRAPHY AND TEXT EFFECTS TO ENHANCE VISUAL CONTENT

- **MODULE 4: BRANDING AND IDENTITY DESIGN**

- UNDERSTANDING BRANDING PRINCIPLES AND BRAND IDENTITY ELEMENTS
- DESIGNING LOGOS, ICONS, AND VISUAL ELEMENTS FOR BRAND IDENTITY
- DEVELOPING BRAND STYLE GUIDES AND DESIGN SYSTEMS

- **MODULE 5: MULTIMEDIA DESIGN**

- INTRODUCTION TO MULTIMEDIA DESIGN CONCEPTS
- DESIGNING MULTIMEDIA CONTENT SUCH AS VIDEOS, ANIMATIONS, AND GIFS
- INTEGRATING MULTIMEDIA ELEMENTS INTO DIGITAL MARKETING CAMPAIGNS

GRAPHICS DESIGN

- **MODULE 6: USER EXPERIENCE (UX) DESIGN**

- UNDERSTANDING UX DESIGN PRINCIPLES AND USER-CENTERED DESIGN
- DESIGNING INTUITIVE AND USER-FRIENDLY INTERFACES FOR WEBSITES AND DIGITAL PLATFORMS
- CONDUCTING USABILITY TESTING AND OPTIMIZING DESIGNS FOR BETTER USER EXPERIENCE

- **MODULE 7: ADVANCED DESIGN TECHNIQUES**

- ADVANCED IMAGE EDITING AND MANIPULATION TECHNIQUES
- CREATING COMPLEX ILLUSTRATIONS AND VECTOR GRAPHICS
- DESIGNING FOR PRINT MATERIALS AND OFFLINE MARKETING COLLATERAL

- **MODULE 8: DESIGN PROJECT MANAGEMENT**

- MANAGING DESIGN PROJECTS FROM CONCEPT TO COMPLETION
- COLLABORATING WITH CLIENTS, STAKEHOLDERS, AND DESIGN TEAMS
- UNDERSTANDING PROJECT TIMELINES, BUDGETS, AND DELIVERABLES

- **MODULE 9: LEGAL AND ETHICAL CONSIDERATIONS**

- COPYRIGHT, LICENSING, AND INTELLECTUAL PROPERTY RIGHTS IN GRAPHICS DESIGN
- ETHICAL CONSIDERATIONS IN DIGITAL MARKETING AND DESIGN PRACTICES
- COMPLIANCE WITH INDUSTRY REGULATIONS AND STANDARDS.

- **MODULE 10: PORTFOLIO DEVELOPMENT AND PRESENTATION**

- BUILDING A PROFESSIONAL DESIGN PORTFOLIO SHOWCASING DIGITAL MARKETING PROJECTS
- PRESENTING AND SHOWCASING DESIGN WORK EFFECTIVELY TO POTENTIAL CLIENTS OR EMPLOYERS
- STRATEGIES FOR SELF-PROMOTION AND MARKETING AS A GRAPHICS DESIGN PROFESSIONAL

AI ALGORITHMS IN DIGITAL MARKETING

1. **Personalized Content Recommendations:** AI Algorithms Analyze User Behavior And Preferences To Recommend Personalized Content, Such As Product Recommendations, Articles, Or Videos, Tailored To Each User's Interests.
2. **Predictive Analytics:** AI-Powered Predictive Analytics Help Marketers Forecast Customer Behavior, Identify Trends, And Anticipate Future Actions, Enabling More Informed Decision-Making And Strategic Planning.
3. **Chatbots And Virtual Assistants:** AI-Driven Chatbots And Virtual Assistants Engage With Customers In Real-Time, Providing Personalized Assistance, Answering Questions, And Guiding Users Through The Sales Funnel, Enhancing Customer Service And User Experience.
4. **Dynamic Pricing Optimization:** AI Algorithms Analyze Market Dynamics, Competitor Pricing Strategies, And Customer Demand To Optimize Pricing In Real-Time, Maximizing Revenue And Profitability For E-Commerce Businesses.
5. **Ad Targeting And Optimization:** AI-Powered Advertising Platforms Leverage Machine Learning Algorithms To Target Ads More Effectively Based On User Demographics, Behavior, And Interests, Optimize Ad Placements, And Maximize ROI Through Automated Bidding Strategies.
6. **Content Generation And Optimization:** AI Technologies, Such As Natural Language Processing (NLP) And Natural Language Generation (NLG), Automate Content Creation, Generate Product Descriptions, Articles, And Social Media Posts, And Optimize Content For SEO And Readability.
7. **Sentiment Analysis And Social Listening:** AI Algorithms Analyze Social Media Conversations, Customer Reviews, And Online Mentions To Gauge Sentiment, Identify Trends, And Monitor Brand Reputation, Enabling Brands To Respond Promptly To Customer Feedback And Address Issues Proactively.
8. **Email Marketing Automation:** AI-Powered Email Marketing Platforms Use Machine Learning To Segment Audiences, Personalize Email Content, Optimize Send Times, And Predict User Engagement, Improving Email Open Rates, Click-Through Rates, And Conversions.
9. **Image And Video Recognition:** AI-Driven Image And Video Recognition Technologies Enable Marketers To Analyze Visual Content, Identify Products, Logos, And Scenes, And Extract Insights From Visual Data For Targeted Advertising, Content Moderation, And Brand Monitoring.
10. **Customer Segmentation And Behavioral Analysis:** AI Algorithms Segment Customers Based On Demographics, Behavior, And Purchase History, Enabling Marketers To Create Targeted Campaigns, Personalized Offers, And Tailored Experiences For Different Customer Segments.