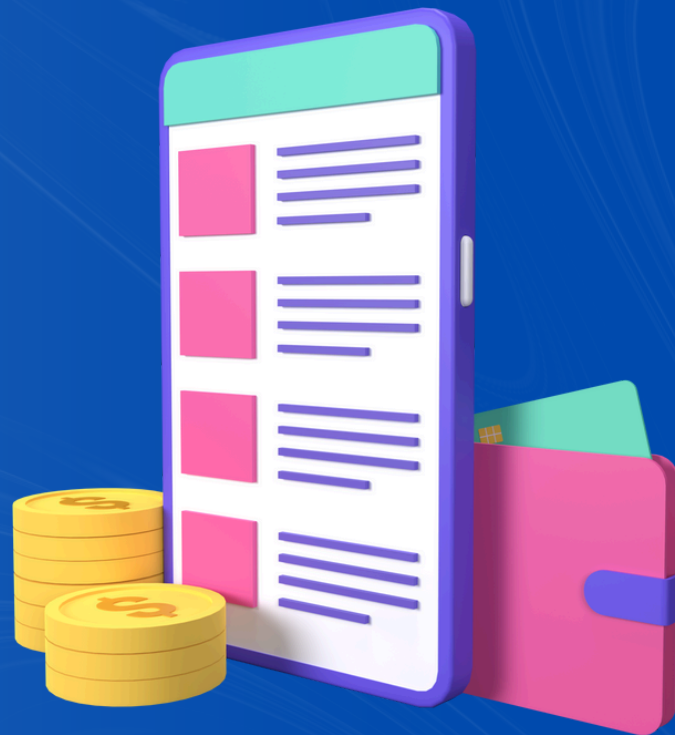# SOCIAL SAFALTA

ISO 9001:2015 CERTIFIED COMPANY

An ISO Certified Company

BROCHURE

DIGITAL MARKETING MASTERY

www.socialsafalta.com

DIGITAL MARKETING MASTERY

Lesson 1: Introduction to Digital Marketing Fundamentals
Description: Dive into the dynamic world of digital marketing, unraveling its core concepts and strategies. Learn how to leverage online platforms to enhance brand visibility and engage with target audiences effectively.

Lesson 2: Optimizing our Facebook Ads with best settings
Description: Discover the art of fine-tuning Facebook Ads for optimal performance. Uncover the best settings to maximize reach, engagement, and conversion rates, ensuring your ad campaigns on this powerful platform are set up for success.

Lesson 3: Mastering Facebook's latest addition: Advantage+
Description: Stay ahead in the social media game by mastering Facebook's latest addition, Advantage+. Explore advanced features and techniques to elevate your advertising strategies and gain a competitive edge on this influential platform.

Lesson 4: Launching our 1st ad with Google using the best settings - Smart Campaign
Description: Step into the world of Google Ads with confidence. Learn to launch your first ad using Smart Campaigns and discover the best settings to optimize performance, ensuring your ads capture the attention of your target audience.

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Lesson 5: Reviewing, payment, and launch of Google Ads
Description: Navigate the final steps in Google Ads campaign creation. Review your ad, handle payments seamlessly, and launch your campaign with precision. Unlock the potential of Google Ads for your business.

Lesson 6: Building a WordPress plugin using ChatGPT
Description: Unleash your creativity as you delve into the process of building a WordPress plugin using the power of ChatGPT. Learn the essentials of plugin development to enhance the functionality of your website.

Lesson 7: Working with ChatGPT to get the best results
Description: Harness the capabilities of ChatGPT to elevate your content creation. Explore advanced techniques for interacting with ChatGPT to achieve optimal results in generating compelling and contextually relevant text.

Lesson 8: Working on installing an Affiliate system to your business
Description: Explore the world of affiliate marketing by learning how to seamlessly integrate an affiliate system into your business. Uncover strategies for setting up and managing an effective affiliate program.

Lesson 9: Complete setup process - Ultimate Affiliate PRO Plugin
Description: Streamline your affiliate program with the complete setup process of the Ultimate Affiliate PRO Plugin. Unlock the full potential of affiliate marketing and optimize your revenue streams.

Lesson 10: **Creating a mega menu for your Affiliate website**
Description: Enhance user experience on your affiliate website by creating a mega menu. Learn the ins and outs of designing and implementing a navigational masterpiece that improves accessibility and engagement.

Lesson 11: **Introduction to sales funnel development tool - Getresponse**
Description: Master the art of sales funnel development using the powerful tool, GetResponse. Explore key features and strategies to create effective sales funnels that drive conversions and boost your business.

Lesson 12: **Webhooks 101: What is it? and how to operate?**
Description: Demystify the concept of webhooks and learn how to operate them effectively. Gain insights into the fundamental principles and practical applications of webhooks for seamless data integration.

Lesson 13: **1-click WordPress Installation on Siteground or any other server**
Description: Simplify the process of setting up your WordPress website with a 1-click installation on SiteGround or any other server. Streamline the initial steps of creating a robust online presence.

Lesson 14: **Securing website with SSL installation**
Description: Prioritize the security of your website by mastering the art of SSL installation. Ensure a safe and encrypted connection for your

users, building trust and credibility.

Lesson 15: Navigating WordPress dashboard and key features
Description: Get acquainted with the WordPress dashboard and its key features. Unlock the full potential of your website by mastering navigation and utilizing essential tools for content management.

Lesson 16: Writing SEO-focused articles with ChatGPT
Description: Elevate your content strategy by learning the art of writing SEO-focused articles with ChatGPT. Explore techniques to optimize your content for search engines and enhance its discoverability.

Lesson 17: Introduction to Meta Business Suite
Description: Dive into the world of Meta Business Suite with our introductory lesson. Uncover the key features, tools, and advantages of this powerful business platform, setting the stage for a comprehensive learning journey.

Lesson 18: Setting up an account on Meta Business Suite, and learning the ropes
Description: Get hands-on with Meta Business Suite as we guide you through the account setup process. Learn the essential functionalities and navigation within the platform, ensuring a smooth onboarding experience.

Lesson 19: Learn to add required assets smoothly

Description: Master the art of seamlessly integrating essential assets into Meta Business Suite. From images to information, discover the steps to enhance your business profile and make the most of the platform's capabilities.

Lesson 21: Getting Started with Automated Ads- New Feature

Description: Explore the cutting-edge world of Automated Ads on Meta Business Suite. Learn how to leverage this new feature to streamline your advertising efforts and maximize efficiency.

Lesson 22: Choosing goal while working with automated ads

Description: Navigate the strategic decisions involved in setting goals for your automated ads. Understand the nuances of goal selection to align with your business objectives effectively.

Lesson 23: Working with Facebook's new settings- Advantage+

Description: Uncover the added benefits of Facebook's Advantage+ settings. Learn how to leverage these advanced features to gain a competitive edge in your marketing strategies on Meta Business Suite.

Lesson 24: Setting goal- getting more messages and leads for our business Description: Strategically set goals to boost engagement and generate valuable leads. This lesson guides you in aligning your business objectives with Meta Business Suite, emphasizing effective communication and lead acquisition.

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Lesson 25: **Working with Facebook's Audiences- Different Options Description: Explore the diverse audience options on Facebook and optimize your targeting strategies. Understand how to reach specific demographics and tailor your content for maximum impact.**

Lesson 26: **Working with Custom Audience- Customer List Description: Unlock the potential of Custom Audience by leveraging your existing customer list. Learn how to create personalized campaigns that resonate with your loyal audience on Meta Business Suite.**

Lesson 27: **Learning the ropes of working with LLA Description: Master the intricacies of Lookalike Audiences (LLA) and enhance your targeting precision. Discover how to expand your reach effectively by leveraging the power of similar audiences.**

Lesson 28: **Starting with Ad Setup Description: Begin your advertising journey on Meta Business Suite with this comprehensive guide to setting up impactful ads. Learn the essentials of creating attention-grabbing campaigns that align with your business goals.**

Lesson 29: **The best dimensions we will be working with- decoded Description: Demystify the optimal dimensions for your Meta Business Suite content. Gain insights into the ideal image and video dimensions to ensure visually appealing and professional-looking ads.**

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Lesson 30: Designing the Facebook Ad creatives- Software box mockups Description: Elevate your ad creatives with software box mockups. This lesson walks you through the process of designing eye-catching visuals that captivate your audience on Meta Business Suite.

Lesson 31: Using ChatGPT to draft Facebook Ad's content Description: Harness the power of ChatGPT to craft compelling ad content. Explore innovative ways to use AI-generated text to enhance your messaging and captivate your audience on Meta Business Suite.

Lesson 32: Breaking down the audience layering mechanism Description: Dive deep into the audience layering mechanism to fine-tune your targeting. Understand how to combine various audience parameters for precise and effective reach on Meta Business Suite.

Lesson 33: Setting up Facebook Shop or Catalogue - Automated Process Description: Simplify the process of setting up your Facebook Shop or Catalogue with automation. Learn how to showcase your products seamlessly on Meta Business Suite and drive conversions.

Lesson 34: Working with Facebook experiments - A/B testing, and other techniques
Description: Experiment and optimize your ad strategies with A/B testing and other advanced techniques. Uncover the insights needed to refine your campaigns on Meta Business Suite for optimal performance.

Lesson 35: End-to-end Facebook & Instagram Ad setup Description: Bring it all together with a comprehensive guide to end-to-end ad setup on both Facebook and Instagram. Learn how to synchronize your campaigns across platforms for a cohesive marketing strategy.

Lesson 36: A complete wrap-up of the course, and what all we learned Description: Conclude your Meta Business Suite journey with a comprehensive wrap-up. Reflect on the key learnings, strategies, and tools covered throughout the course, equipping you with the knowledge to excel in your business endeavors.

Lesson 37: Introduction to Google Ads (latest dashboard) Description: Dive into the revamped Google Ads dashboard with our introductory lesson. Get acquainted with the latest features, tools, and interface updates to navigate the platform efficiently.

Lesson 38: Working with our 1st campaign Roll up your sleeves and embark on your first campaign journey. Learn the essentials of campaign creation, targeting, and budgeting to kickstart your advertising efforts on Google Ads.

Lesson 39: Launching our 1st Ad, including complete setup, payment, send for review. Description: From inception to launch, master the end-to-end process of creating and deploying your first ad. Explore complete setup, payment

procedures, and the crucial steps to ensure a successful ad review.

Lesson 40: Working with Google Tag, and all methods to install it to our site
Description: Unravel the intricacies of Google Tag and its installation on your website. Explore various methods to seamlessly integrate Google Tag, enabling comprehensive tracking and analytics for your campaigns.

Lesson 41: Extensive dashboard settings where we can tweak all settings
Delve into the extensive settings within the Google Ads dashboard. Learn to fine-tune every aspect, from targeting parameters to budget allocations, maximizing the impact of your campaigns.

Lesson 42: Tracking our Ads with our commerce platform
Description: Connect the dots between Google Ads and your commerce platform. Discover effective strategies to track and analyze the performance of your ads, ensuring optimal results for your business.

Lesson 43: Working with campaign objective
Description: Understand the significance of defining clear campaign objectives. Learn to align your advertising goals with the right campaign objectives, enhancing the efficiency and relevance of your ads.

Lesson 44: Campaign settings, bidding, etc
Description: Explore advanced campaign settings and bidding strategies. Gain insights into optimizing your campaigns through

strategic bidding techniques and fine-tuning settings for maximum impact.

Lesson 45: Leveraging ChatGPT to power up Google Ad content
Description: Harness the power of ChatGPT to enhance your Google Ad content. Learn innovative ways to leverage AI-generated content for more compelling and engaging advertisements.

Lesson 46: What are site-links? and how to power them up in Google Ads?
Description: Unlock the potential of site-links in Google Ads. Understand their significance and master the art of empowering your ads with effective site-links for improved user engagement.

Lesson 47: Planning keywords with Google Ads platform
Description: Delve into the intricacies of keyword planning within the Google Ads platform. Learn effective strategies to identify and leverage relevant keywords, optimizing your ad visibility and performance.

Lesson 48: Working with Google Ads audience manager
Description: Explore the Google Ads Audience Manager and discover how to tailor your campaigns to specific target audiences. Unlock the potential of audience segmentation for more personalized advertising.

Lesson 49: Decoding audience's intent with latest tools
Description: Uncover the secrets of understanding audience intent using

the latest tools on Google Ads. Enhance your ability to decode user behavior and tailor your campaigns to resonate with audience interests.

Lesson 50: Breaking down Ad costs with Exclusion lists
Description: Gain insights into managing ad costs effectively through exclusion lists. Learn to break down costs, identify inefficiencies, and optimize your budget for better ROI.

Lesson 51: Wrapping up the entire course
Description: Conclude your Google Ads journey with a comprehensive wrap-up. Recap key learnings, strategies, and best practices to empower you in creating successful and impactful advertising campaigns.