

The Complete Digital Marketing Course - Notes



80% of new info is lost within the first 48 hours.

Print out this PDF and add your own notes as you go through each lecture so learn faster and achieve more.

Section 1: Introduction

Course Overview

Take this course to:

1. Grow a Business Online From Scratch
2. Make Money as an Affiliate Marketer
3. Land a High-Paying Job in Digital Marketing
4. Work From Home as a Freelance Marketing

→ Complete this course in sequence to benefit from it's logical order

→ However, each section is designed to be a **“stand alone course”** if you want to skip ahead.

Digital Marketing Demystified

Step1: Define a Target Audience

Step 2: Attract an Audience with Free Content or Ads

3 Types of Free Content:

-
-
-

Step 3: Make Sales
(email list/retargeting)

Step 4: Measure & Optimize
→ Google Analytics tool
→ Drive more sales!

The Best 5 Digital Marketing Tools

1.

2.

3.

4.

5.

Getting Started Checklist

- Download Notes
- Read FAQs
- Access Digital Marketing Toolbox

Summary:

Section 2: Market Research

Market Research Intro

→ Pain Points & Desires

1. Identify Pain Points
2. Identify Problems & Ideal Outcomes
3. See the Demand

→ **Three Simple (Strategic) Questions:**

- 1.
- 2.
- 3.

How to Find a Hungry to Buy Audience

Google Forms Survey

simple, built-in analytics, unlimited surveys & responses

→ Short Answer

→ Paragraph

→ Multiple Choice

How to Get Responses to Your Survey

- 1.
- 2.
- 3.

Message Subject Line:

→ (show benefit)

How to Analyze Survey Results

Google Forms → Responses → Google Sheets

→ Google Sheets (filters):

Filter Sheet Responses By _____.

(Identifies problems that are not well solved)

→ Identify Problems:

→ Why Resolve:

*Find Needed Products/Services
&
Gather Powerful Sales Copy for Marketing*

How to Get Valuable Feedback Without Sending a Survey

1. Talk to People (use survey questions)
 - Biggest Problem
 - Benefit Good Solution
 - Difficulty

2. Facebook Group (search)
 - Key Search Terms:

3. Review Sites & Marketplaces
 - Examples:

Summary:

Section 3: Set Up a Website

Why Use WordPress vs. Wix, Weebly etc.?

- Popular Website Builder
- Open Source Software
- Tons of Themes & Plug-Ins

How to Get a Free Domain & 60% Off Bluehost

→ Web Hosting
→ Domain Name

Should be:

-
-
-

Package Info:

How to Add Pages, Posts, Menus & Widgets

Change Site Look:

Appearance → Themes

Edit Posts:

Posts → All Posts → Edit

- Change title, content, etc.
- Adjust permalink (manually)

Change Permalink Settings:

Settings → Permalinks → Common Settings “Post Name” → (Save Changes)

Create a New Page:

Pages → Add New → Create Content → Publish

Add a Menu:

Appearance → Menu → Create Menu → Add Pages → Display Location → Save Menu

How to Add a Premium WordPress Theme

→ MyThemeShop.com (excellent support)

How to Upload a MyThemeShop Theme:

How to Improve Your WordPress Security with Plugins

Dashboard → Updates (latest version of WordPress)

Plugins:

→ Add New → Install → Activate

Limit the number of login attempts from a given IP range with the “_____” plugin.

(adjust plugin functionality in settings)

How to Activate Your Free SSL Certificate

Bluehost → My Sites → Manage Site → Security → Free SSL Certificate (enable)

Why an SSL Certificate is Important:

How to Set Up Addresses for Your Business

Bluehost → Email (sidebar) → Add Email Account

Forward Emails:

Email → Forwarders → Add Forwarder

Summary:

Section 4: Email Marketing

Why Market Your Business with Email

Email Lists → * High Conversion Rate*

Can be Used to:

MailChimp Account Setup *(analytics available)*

- Lists → “Create List” (send an email to the entire list)
- Verify Email
- Import Contacts

Remind people how they signed up to your list, with the phrase:

Add Opt-Ins & Pop-Ups to Your Website

Mail Chimp → Select List → “Signup Forms” → Embedded Forms → Adjust Settings → Copy/Paste Code

How to Add Code to WordPress Site

Appearance → Widgets → Add Custom HTML to Sidebar → Copy/Paste Code

Email Signup Form - Subscriber Pop-up

→ Copy & Paste the Code from MailChimp into Site

Appearance → Theme Options → _____ Code

MailChimp Support Guides Available

Collect Emails Without a Website

→ Create Link

How to Set Up the Email Subscribe List:

Create an Email Campaign with MailChimp

“Create Campaign” → “Create an Email” → Campaign Name → Begin

Tracking:

**Before You Send Out Any Emails:*

Writing Email Subject Lines

→ Model successful subject lines

Tips & Examples (Good/Bad):

Email Marketing Analytics

→ Find ways to improve!

Summary:

Section 5: Copywriting

The “AIDA” Formula

→ Copywriting Formula that Works for:

- Sales Pages
- Blog Posts
- Emails
- Video Scripts
- Facebook Ads
- Google Ads
- & More!

The AIDA Formula

- A** ← Attention
- I** ← Interest
- D** ← Desire
- A** ← Action

11 Tips

1. Start with **NUMBERS**
2. Use “How-To”
3. Flag **Common Mistakes**
4. Ask **Questions (?)**
5. Use Punctuation

6. Be **Specific**
7. Use the **5Ws**
- **Who, What, When, Where, Why!**
8. Headline Length
9. Use **Images**
10. Model the Best
11. Practice

Flip Features into Benefits

Sell the Result

| Feature | Benefit |
|----------------|----------------|
| | |

→ “So What” Test

5 Tips - Calls to Action (CTA)

1. On Every Page
2. Start with Verbs
3. Create Urgency
4. Visibility
5. Lower Risk

CTA Verbs

Urgency Phrases

Write Like Your Customer Talk

→ Use Pain Points & Desires

Find These in:

1. Surveys
2. Social Media
3. Reviews

Summary:

Section 6: SEO Checklist

- 1. Research the Importance of SEO Traffic in Your Niche
- 2. Measure 5 SEO Performance Metrics
- 3. Optimize Your Homepage
- 4. Verify Your Site
- 5. Increase Website Speed
- 6. Take the Google Friendly Test
- 7. Do Keyword Research
- 8. Brainstorm Keyword Ideas
- 9. Narrow Down Your Keyword List
- 10. Access Keyword Competition & Choose Target Keywords
- 11. Write Title Tags Optimized for Search Engines
- 12. Increase Click-Through Rate with Meta Descriptions
- 13. Optimize Images for Google Search Image Results
- 14. Optimize Heading Tags, Outgoing/Internal Links, Etc.
- 15. Get Backlinks that Matter
- 16. Contact Authoritative Sites for Links
- 17. Create Quality Content that Naturally Gets Links
- 18. Use Authority Sites to Reach the Top of the Search Results
- 19. Use “The Poster Boy Formula”
- 20. Build-Up Good Reviews for Local SEO
- 21. Create/Optimize All Online Profiles for Local SEO
- 22. Respond to Negative Reviews for Local SEO
- 23. Get Long-Term Traffic

Section 7: YouTube Marketing

YouTube Marketing Strategy

3 Types of Videos:

- 1.
- 2.
- 3.

Find Video Ideas with Competitor Analysis

→ Find competitors

→ Sort by “most _____”

→ Look for types of videos that you could make that are proven _____ .

Find Video Ideas with Keyword Research

→ Competitiveness

Determining Factors:

Find Video Ideas with Keyword Research

→ TOOLS

Google Keyword Planner:

Keywords Everywhere:

YouTube Account Setup

(Create business account with personal account)

YouTube Account Optimization

→ “Customize Channel”

YouTube Banner

→ “YouTube Channel Art” from _____ .com

→ Hover downloadable _____ over banner to test dimensions!

YouTube Channel Tags

→ No tags by default

Add Them Manually by:

separate keywords with _____.

YouTube SEO

TIPS:

Tag Generator:

Enable Custom Thumbnails

→ Get more views & have a consistent brand

Enable Steps:

YouTube Thumbnails (Canva)

Summary:

Section 7: YouTube Marketing

YouTube Cards

→ (Added **after** video is created)

YouTube Comments

→ "Pin" Important Comments

How to Block Links:

Manage Multiple YouTube Accounts

YouTube Monetization

→ Must apply

→ Minimum watch hours and minimum # of subscribers

YouTube VidIQ

Useful Information Displayed:

Increase YouTube Subscribers by 400%

prompt subscription

YouTube Ads

→ Google AdWords
(Create an account or sign-in)

Settings to Potentially Adjust:

Narrow Your Targeting (optional):

YouTube Analytics

Top 10 Reports/Metrics:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Summary:

Section 8: Facebook Marketing

Why Market Your Business on Facebook

5 Reasons:

- 1.
- 2.
- 3.
- 4.
- 5.

Facebook Page Setup

(Business page is created inside personal profile)

Setup:

Facebook Icon

Facebook Cover Image

Ways to Use the Cover Image:

→ Add in website link for "Learn More" button

Facebook Page Description

About Section:

Facebook - What to Post?

→ *Hide less valuable content from timeline*

Content Ideas:

8 Tactics to Get Your First Page Likes

- 1.
- 2.
- 3.
- 4.

- 5.
- 6.
- 7.
- 8.

Secrets Way to Boost Page Likes

Facebook Competitions/Contests

→ Incentive to engage

Facebook Guidelines:

Facebook Groups

Find Groups:

How to Link Your Product/Service/Site:

Facebook Live

(Replay available on timeline)

Manage Multiple Facebook Pages

Add an Admin:

Facebook Comments & Reviews

Respond to negative reviews

Facebook Insights

Facebook Insights

Key Reports:

Summary:

Section 9: Twitter Marketing

What You Will Learn?

Twitter Profile Setup

Sign Up:

(Don't forget to confirm your email)

Twitter Accounts to Follow

Find Top Influencers:

Things to Model:

Twitter Profile Optimization

Edit Profile:

Twitter Features

5 Ways to Communicate on Twitter:

- 1.
- 2.
- 3.
- 4.
- 5.

Twitter Help Center - For Questions

Twitter - What to Post?

Content Ideas:

Twitter Followers

Target Engaging Followers

Twitter Hashtags

→ Increase visibility of tweets

Twitter Polls (good for engagement!)

Pinned Tweets

Twitter Customer Acquisition

Find Customers by:

Twitter @Mention Influencers

→ Results & Testimonials

Twitter on Your Website

Types of Buttons:

(traffic can follow without leaving site)

Twitter Analytics

Select Profile Image → Analytics

Summary:

Section 10: Quora Marketing

Why Market Your Business on Quora

→ Drive website traffic & generate _____.

one of the largest question and answer websites

Quora Marketing Strategy

Quora Account Setup

→ Create Account

Select Interests → Topics You're Knowledgeable of

Quora Account Optimization

→ Edit Profile

Build a List of Questions to Answer

How to Find these Questions:

How to Determine Competitiveness:

Format Your Answers for Maximum Clicks

TIPS:

Quora Promotion

Share Link Through:

Key TIP: "Upvote this answer if you find it helpful."

Find Blog Post Ideas with Quora

Find valuable language!

Quora Business Page Setup

Advantages:

How to Create the Topic:

Quora Analytics

Quora Stats:

Google Analytics:

Summary:

Section 11: Google AdWords / Ads

Market Your Business with Google AdWords

Three Key Benefits:

- 1.
- 2.
- 3.

Google AdWords & Facebook Ads Comparison:

How Google Ads Work

→ Self-Serve Auction System

Ad Rank:

Quality Score:

-
-
-

Analyze Your PPC Competition

SpyFu (Tool):

Google Ads Account Setup

Select the Right Campaign Type

Campaign Types:

Determine Bids & Budgets

→ Manual CPC recommended to start

Bidding Types:

Target Your Audience

5 Ways to Target:

- 1.
- 2.
- 3.
- 4.
- 5.

Location & Language Settings:

Advanced Campaign Settings

Settings to Adjust:

Extensions:

Choose Profitable Keywords

How to Find & Choose Keywords:

Match Types:

Write Ads that Grab Attention:

***Before an ad can go live:**

→ *Google must manually approve it & your billing information must be provided!*

Summary:

Section 12: Google Analytics

Introduction

→ measure/manage performance

Google Analytics Overview

How to Set Up Google Analytics & Install the Tracking Code on Your Website

3 Ways to Install Tracking Code:

How Google Analytics Works

After Tracking Code is Set Up:

Cookies:

How to Add Backup Views

always maintain a "raw data view"

How to Add Filters to Reporting Views

→ Set up filter to exclude your views

How to Set Up Goals in Google Analytics

→ Measure how often users complete specific actions, called conversions

How to Set Up Ecommerce Tracking in Google Analytics

Step 1:

Step 2:

Last Step:

Main Tools for Analysis

How to Analyze Real Time Reports

Google Analytics → Reports → "Real-Time"

Reports:

How to Analyze Audience Reports

Enable Demographics:

Interests:

Geo:

How to Analyze Acquisition Reports

→ Compare the performance of marketing channels

Summary:

Section 12: Google Analytics

How to Analyze Behavior Reports

3 Key Reports:

How to Analyze with Segments

→ Compare subset of data to the total data set

How to Track Marketing Campaigns with Campaign Tagging

→ See the impact of email, tweet, or FB posts

How to Use Benchmarking Reports to Grow a Business

→ Compare your website with competitor websites

these reports must be enabled!

How to Set Up Custom Dashboards for In-Depth Analysis

Customization → Dashboards

How to Set Up Event Tracking in Google Analytics

How to Set Up Custom Alerts for Traffic Spikes/Drops

→ Fix problem or capitalize on opportunity

How to Create an Alert:

Alert Conditions:

How to Remove Spam Traffic from Google Analytics

Acquisition → Referrals

How to Create a Filter to Get Rid of Spam:

Use Machine Learning to Understand Your Data (Analytics Intelligence)

Useful Capabilities:

How to Manage Multiple Google Analytics Accounts

Admin Section → User Management

(Must be Google Analytics account admin to do this)

How to Link Google AdWords to Google Analytics

→ Track activity of website traffic from Google AdWords

Don't forget to review all the resources for Section 12: Google Analytics!

Summary:

Section 13: Instagram Marketing

Instagram Business Account Setup

→ Add up to 5 business accounts!

Follow These Instagram Accounts

→ Click account drop down to find similar accounts

Instagram Profile Image

Edit Profile → Change Profile Photo

TIPS:

Instagram Bio

Instagram Content Creation

→ Download the _____ app!

Instagram Reposting

→ Download the _____ for Instagram app!

Instagram Followers Hack

Why You Shouldn't Buy Followers:

How to Funnel Followers:

Instagram Hashtags

→ **It's difficult to gain attention on popular hashtags**

Instagram Stories

→ Only seen for up to 24-hours

→ You need 10K followers in order to be able to links in your story

Instagram @Mention Influencers

Content Influencers Will Want to Repost:

(one of the fastest ways to grow on Instagram)

Instagram Spam (reduce spam)

Turn Off Comments:

Story Settings:

Comments:

Instagram Analytic

→ You need 100 followers before demographics are shown

Metrics:

(determine what content is being successful & repeat)

Shopping on Instagram

→ Sell directly to customers!

Instagram _____ taking a cut of these transactions.

Shopping on Instagram

How this Works:

Check out instructions on enabling feature in resources!

Summary:

Section 14: Pinterest Marketing

Why Market Your Business on Pinterest

Benefits to Marketing on Pinterest:

Pinterest Users:

Business Profiles:

Pinterest Account Setup

→ Personal Pinterest account can be converted into a business profile

Benefits of Having a Business Profile:

Pinterest Accounts to Follow

How to Find Accounts to Model:

Pinterest Account Optimization

Profile Image:

Business Name/Username:

About You Section:

Pinterest Account Verification

Benefits for Claiming Your Website:

How to Verify Your Website (WordPress):

[Pinterest Help Center \(Instructions\)](#)

Pinterest Boards

Purposes of Boards:

How to Name Boards &
Content to Put into a Board:

How to Create a Board:

Pinterest Followers

→ Follow 200 new people per day (max)

Pinterest Chrome Extension (Free)

Pinterest Graphics

→ Increase traffic

Summary:

Section 15: LinkedIn Marketing

LinkedIn Account Setup & Optimization

Image:

Headline:

Summary (section):

Custom URL:

LinkedIn Connections Hack

Second Degree Connections:

Target with Filters:

LinkedIn InMail Hack

Send Messages Without a Fee:

LinkedIn Viral Posts

→ Create a viral post to grow connections

LinkedIn Blog Traffic

Content to Publish:

Strategy to Gain Traffic:

LinkedIn Groups

How to Create a Group:

Find People to Join Group:

LinkedIn Company Page Setup

Create the Page:

Other Features:

LinkedIn Ad Credits (\$50 Free)

Can be Used to:

Summary:

Section 16: Facebook Ads

7 Keys to Facebook Advertising Success

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Facebook Success Stories

4 Case Studies:

How to Set Up an Advertising Account

Add an Admin to the Page:

Boost Posts vs. Ads Create Tool vs. Power Editor

Boost Tool (easiest & fastest):

Ads Create Tool:

Power Editor (more technical):

Key Ad Policies (Facebook & Instagram)

Ad Review Process:

Prohibited:

Facebook Ad Structure

The 3 Levels:

- 1.
- 2.
- 3.

Create Your First Ad - Choose a Campaign Objective

Consideration:

Conversion:

Targeting by Location & Demographics

See Who Your Audience is:

- Facebook Insights
- Google Analytics

Targeting by Interests

Adding interests increases potential reach!

Targeting by Behaviors & Connection

Behavior:

Connections:

Ad Placements

FB feeds get a lot of click-throughs & engagement

Budgets

Recommends: leaving "Bid Amount" at "Automatic"

Ad Creative

→ Using an existing post will show all post engagement (social proof)

Tips to Write a Winning Ad

Find Language You Like:

Summary:

Section 16: Facebook Ads

| | |
|--|---|
| <u>Place Ad Order</u> <i>Notification by email if changes need to be made</i> | <u>Key Advertising Terms</u> |
| <u>Ad Reporting</u> → Select “Breakdown” to single out the results of individual factors (ex. gender, ad location, etc.) | <u>How to View Your Billing Summary</u> <i>“Billing & Payment Methods”</i> |
| <u>Facebook Pixel</u> How to Create a Pixel: | <u>Website Custom Audiences</u> → Retargeting & Remarketing Custom Audience Sources: |
| <u>Email List Custom Audience</u> <i>*FB custom audience isn't automatically updated as subscribers are added*</i> | <u>Page Engagement Custom Audiences</u> This Audience Can be Used to: |
| <u>Video Views Custom Audience</u> (Don't need a lot of engagement) | <u>Lookalike Audiences</u> → SCALE in a targeted way! |
| <u>Page Likes with Custom Audiences</u> → “Like this page to get ‘blank’ in your newsfeed” How to: | <u>Video Ads</u> 3 Tips to Create Powerful Video Ads: |
| <u>Lead Ads</u> Objective: Case Study: Set Up: | <u>Instagram Ads</u> <i>Video campaigns for Instagram have a 60 sec max!</i> |

Summary:

Section 16: Facebook Ads

Dynamic Ads for Ecommerce

→ Personalized FB adverts without manual work

Collection Ads for Ecommerce

→ Pairs video or photo with four product images

Case Study:

Canvas (customizable advert format)

Objectives It's Available for:

Case Study:

Offer Claim Ads (deals & discounts)

Local Awareness Ads

Call-to-Action Buttons:

Local Awareness Vs. Store Visits:

Event Response Ads (promote event)

Create Event:

After Event is Created:

Power Editor (alternative ads create tool)

Additional Features & Manage in Bulk

How to Sort Through Data:

How to Edit Ads:

Easy Split Testing with Power Editor

→ Quicker than ads create tool

Bulk Manage with Power Editor

Bulk Edit Multiple Campaigns:

Business Manager

Allows You to:

Create a Business Manager Account:

Add a New Page:

Business Manager - Roles & Permissions

Business Settings → People Tab → Add New People

Custom Conversions & Standard Events

Facebook Marketing Partners (FMP's)

→ Marketing partners with additional technology features or services that are built on top of the FB platform.

Specialties:

How to Start a Facebook Ads Business

2 Online Marketplaces:

Suggestions/Tips:

Summary:

Section 17: App Marketing

App Store Market Research

- Find the demand
- Find why people like/dislike apps

43 Ways to Promote Your App

Key Points:

Facebook Ads: App Install & Engagement Ads

2 Objectives of App Marketing:

Take-Aways from the Case Studies:

Setup Process:

Google Ads: App Install & Engagement Ads

Setup:

You only pay when someone installs your app (AdWords)

Summary:

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(Section 18 - Access to Old Content)

Section 19: Conclusion

12 Key Takeaways from This Course

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

How to Get Your Certificate of Completion

→ Instructions

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