

# DIGITAL MARKETING MARKETIN

**LEARN & EARN** 



#### Introduction



Transform your digital marketing skills with Mavens Academy! We offer expert-led courses in Website Building, SEO (Search Engine Optimization), Social Marketing, content marketing and many more. Our hands-on approach and real-world insights ensure you gain practical experience and industry-ready skills. Join us to elevate your career with cutting-edge strategies and personalized support. Ready





Digital Marketing refers to the use of digital channels, such as search engines, social media, email, and websites, to promote products or services. It allows businesses to reach a global audience, engage with customers in real-time, and track the effectiveness of their marketing campaigns.

#### Key Components:

- 1. Search Engine Optimization (SEO): Optimizing website content to rank higher in search engine results, increasing visibility and organic traffic.
- 2. Content Marketing: Creating and distributing valuable, relevant content to attract and engage a target audience, often through blogs, videos, and social media posts.
- 3. Social Media Marketing: Using platforms like Facebook, Instagram, Twitter, and LinkedIn to promote products, engage with customers, and build brand awareness.
- 4. Email Marketing: Sending targeted, personalized emails to nurture leads and maintain customer relationships.
- 5. Website Design: Website is a critical aspect of digital marketing as it creates the first impression for potential customers. A well-designed website should be user-friendly, visually appealing, and optimized for conversions.



### Beginner Digital Marketing Course





Digital Marketing
Overview



Website Building



Graphics Designing



Insagram Marketing



Facebook Marketing













### Advanced Digital Marketing Course





**Digital Marketing** Overview



Website Building



Graphics **Designing** 



Insagram **Marketing** 



**Facebook Marketing** 



Marketing



**Marketing** 









Bulk SMS



Youtube **Marketing** 





**Optimization** 







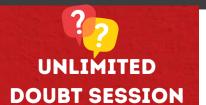




















## **MAVENS ACADEMY**

#### Professional Digital Marketing Course



**Digital Marketing** Overview



Website Building



**Graphics Designing** 



Insagram Marketing



**Marketing** 



Marketing



Marketing



Backlink



Google Search Console

Google Analytics



**Marketing** 







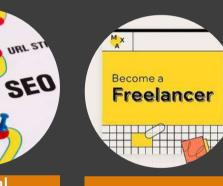


**Marketing** 









**Freelancing** 



Marketing

Google **Analytics** 















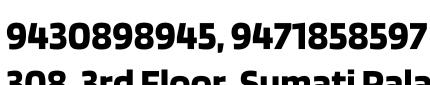


















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THANK YOU

