Introduction to Marketing

Marketing - Reach - 1st step
Sale - 2nd step

Offline	Online
™	DM
Tv	Laptop/mobile
Radio	Internet
Business card	Knowledge of tools
Pamphlet	G - F/M
On Call	
Text	
Mouth Verbal - Amway	
News Papers	
Conversion rate: 0-3%	3-30%

Audience

Visitors - 1st
Users - 2nd
Customers - Buy

Sales Funnel

1. Marketing - Reach
2. Consideration - Yes or No - sample, 7-day trial, free demo, 5 rides, 2 orders free, Gift.
3. Sale - When sm1 starts knowing ur prod/srvs then the sales start.
4. Retention - Give a better sol. like a call on Amazon.

Iphone	pro	Max
$299	$399	$499

iPhone		max
$299		$499

Coke

S	M	L
50	80	90

S   L
50   90

Coke - Rs 70
Popcorn - Rs 50
Total - Rs 120/-

Today's Deal: Coke + Free Pepsi
In Just Rs 119/-

_____

Find Brand Name

Own Business
Known Business
Skill
Talent

_____
Digital Marketing Agency - 1

How to Find a Brand Name?
1. Get ideas from Google
2. Check competition on Google
3. Check Domain Availability - Godaddy
4. Check Trademark Policy.

Graphic Design (Creatives)

Canva.com

A logo is designed with the mixture of 2 segments
- Element
- Text

Reel Design
- Video
- Text
- Audio
- Transition

_____

Note: Must have a color palette before designing the logo.
Visit: colorhunt.co

No Copyright Images Sites:

Pixabay
Pexels
Unsplash
Pngwing

Website Planning
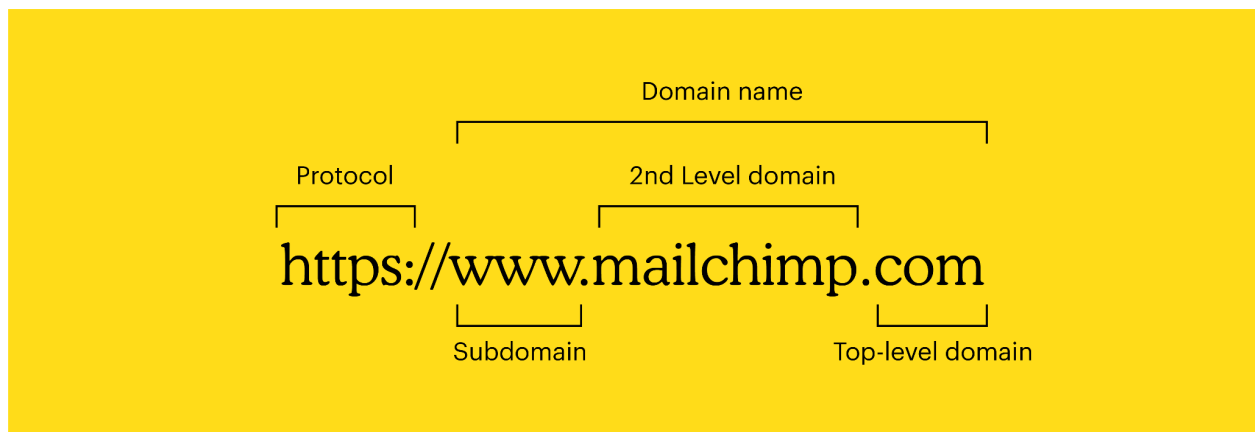
Website = Domain + Hosting (Storage)

https://www.google.com

https:// - hypertext transfer protocol secure (SSL - Secure socket layer)

Site-name - Google, Facebook, Yahoo

extensions / TLD (top-level domain)

.us, .in, .uk - CC country code
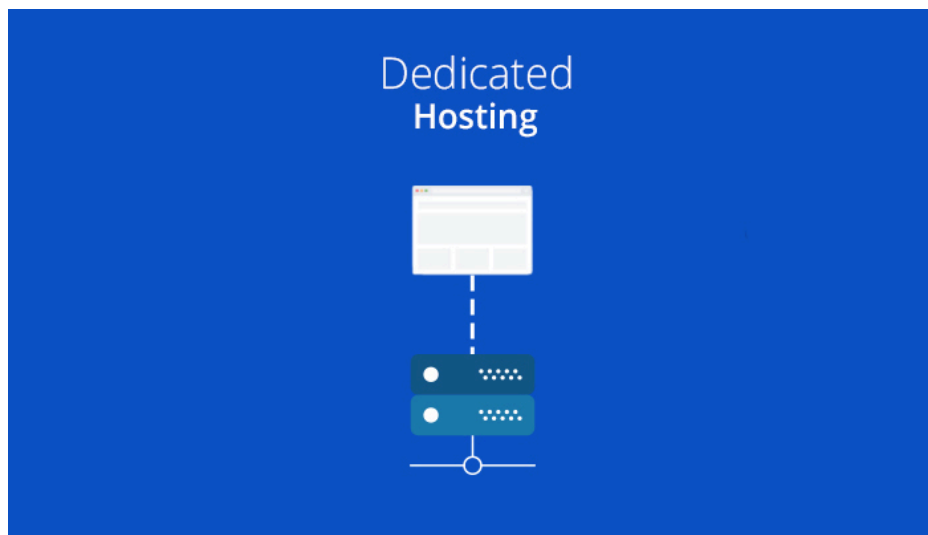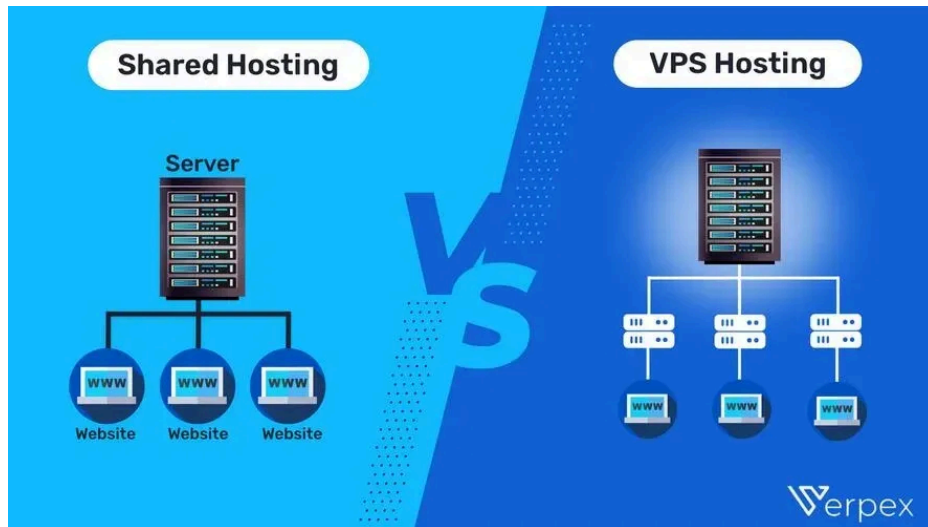.com - commercial
.org - organization
.net - Networking

Home - F 80 Street 3, DL - 110001

Hosting - Storage (Area)

Types of hosting
- Shared
- VPS - Virtual private server
- Cloud
- Dedicated - You own a server

Domain - 100
Hosting - 1K
CMS: Content Management System - WordPress, Shopify, Wix, Joomla, Drupal, Magento 2.0, etc. - WP Free
Web Design - You - Free

WordPress Installation:

Go to Cpanel - Software - WordPress - install (username: admin, password: admin)

How to log in to your site?

www.site-name.com/wp-admin or /wp-admin

www.saumya.free.nf/wp-admin

Localhost/phpmyadmin

Download Xampp & Wordpress.org

Run Xampp, Turn on Apache & Mysql

Go to C:/xampp - htdocs folder - Paste wordpress.org zip file

Extract in the htdocs folder - Rename wordpress to your name

Go to Chrome - localhost/phpmyadmin

- Create Database by your name
- Chrome - localhost/your-name
- Install wordpress

- Username: root , leave password blank
- Site title - your name
- Username: admin
- Password: admin
- Use week password
- Email: email@gmail.com
- Install wordpress.

Login: localhost/your-name/wp-admin

Website Design

Any blog can be a website but not always a website can be a blog.

Appearance - theme - add new - oceanwp - install & activate.
- Customize - Header - Change logo - Publish
- Customize - Site Identity - Change Site Title, Tagline & Siteicon.
- Customize - Menu - Create menu - Add items
- Customize - Homepage Settings - Static - Homepage: Home - publish.

Plugins - add new - elementor - install & activate.

Web Design

- Above the fold: background type - image, gradient, video, slideshow
- Middle of the fold: about us, why choose us?, featured, services/products, gallery/portfolio
- Below the fold: clients, brands, testimonials/reviews, FAQs etc.

Plugin: royal addon & envato - install & activate.

Link phone no - "tel: 911234567890"

Plugin: My sticky element by premio - call/wa button
Plugin: Chatway - live chat

Mobile Responsive: It response on every Resolution of size.

Plugin List:

oceanwp theme
ocean extra
tawk.to (live chat)
envato (templates)
Facebook Pixel (fb remarketing)
Elementor - Page builder or Landing Page design
my sticky element
yoast seo (Seo Snippets customize)
WP Reset
WP Jetpack (share button)
Tuxedo (Increase upload size limit)
WP Migration - Whole Website Transfer
Contact form 7 - Contact Form
WooCommerce - Ecommerce store creation
Google Site kit plugin - Search console, analytics
Addfunc Header & Footer Code
WP Membership
Elementor Header & Footer Code
essential addon elementor
Premium Addon elementor
Xml - Sitemap

Chrome Extensions

uber suggest - DA & Traffic, Keyword explore
Similar web - Traffic Insight
VidIQ - Youtube SEO

Moz - Same like uber suggest
Google Search console
Grammarly - spell checker

Blogging: PBN (Public/private blogging network)

Platforms: website/pbn , medium, linkedin, writeforus, etc.

Tool: For keyword research: install ubersuggest chrome extension

Types of keyword:

Single word: football cricket, digital marketing (big businesses)
Short tail: learn digital marketing (Small bzns owners)
Long tail: learn digital marketing in delhi (Small bzns owners)

Keyword: Traffic (Vol.) monthly *(High)* Competition (SD - seo difficulty) *low*

Content creation:

- Keyword
- Create 10 topics of a KW
- Create 1500 words content on AI Chatgpt
- Check Plagiarism (duplicacy)
- Upload it on Blog
- Publish it.

eCommerce

Install WooCommerce Plugin

Product Installation - Title, Short/long Desc. , Tags, Categories, Pictures, Inventory, SKU (Stock Keeping Unit), Upsell, Cross Sell, Attributions, Variants, etc.

Sample Sheet
Woocommerce Settings - Currency, Shipping Zone, Coupon Code, Payment gateway, Account creation, Order Confirmation, etc.

Search Engine Optimization (SEO)

Types of Search Engines

Google - 89%
Yahoo
Bing
Duckduck.go - hidden browser for the dark web
Yandex
Baidu - Chinese

How does a search engine work?

- **Crawling** - When Google bots come to your website and read out the content. (crawler, spiders, robots, bots, google bots, etc)

- **Indexing** - Stored (after crawling when you store your web page to Google server)
-

- **Retrieve/Caching** - Result appears

SERP (Search engine result page)

- 10 Organic - Ranked by Seo on SERP

What are the SEO techniques?

- White Hat - Follow all rules & regulations by Google
- Grey Hat - AI Tools, Spinner tools
- Black hat - KW Stuffing, Cloaking, etc

Plagiarism - Duplicacy of content.
Types of SEO

- ON Page - On your website (Text, HTML, colors, fonts & Content)
- OFF Page - off your website (Backlinks)
- Technical Seo - Speed boost, meta tags, sitemap, robots.txt, etc
- Local Seo - Nearby businesses (Bakery, gym, yoga classes, etc)

ON Page Seo

- Head (Meta tags) & Body Optimize (KW & Content)
    - Keyword (Triggered Solution by a query on Google)
    - Content - (Text, image, video)

Types of Keyword

- Single word - football cricket, digital marketing, SEO (Big business)
- Short tail - Learn digital marketing (Small business)
- Long tail - Learn digital marketing in Delhi (Small business)

Keyword Research:

Tools:

Paid:	Free:
Semrush	Google Keyword Planner

Ahref   Chrome extension: uber-suggest, Moz, Similar web
Ubersuggest
Moz

Keyword - Traffic (Vol) High & SD (Competition) Low

Task - 10 Keywords

Content creation:

- Keyword
- Create 10 topics for a KW
- Create 1500 words of content on AI Chatgpt
- Upload it on the Blog
- Publish it.

Content Creation Guidelines

- Simple English
- Use Headings H1, H2, H3…, H6
- Use Images
- Use 2-3 lines of paragraphs
- Include Questions
- Bulletin points
- Numerical values
- Internal & external links

Keyword Terminology

Keyword Density - 2-3% or 2-3 Words/100 words
Keyword Stuffing - Not above 10% +
LSI (Latent Semantic Index) - Synonyms

Keyword Proximity - Gap of 10 words
Keyword Prominence - Keyword first appearance

(Title tag -60 charac, Meta description - 160 charac, URL/Slug - Snippets)

Title - KW1 + KW2 + Brand Name

Tool: Yoast Seo

Learn from the best institute as the name for digital marketing

Content Optimization

Tools: Yoast Seo, All in one Seo, Rank Math

Image Optimize - Alt text - Nature of Image, Compress the size <500 Kb

URL Optimize - Keyword in URL (Settings - permalink)

Technical Seo:

Canonical Links
Cannibalization
Robots.txt
Sitemap

User-agent: * (*= Allow to all)
Disallow: /nogooglebot/

Google Search Console: Health Report (Website)

1. Error issues (500, 404, 401, 402, 301, 302)
2. Sitemap
3. Indexing, Crawling (Removals)
4. links (Internal & External Links)
5. Performance - Query (Search term), Date, Clicks, Impressions, CTR, Avg. Positions
6. Core web vitals
7. Mobile responsive
8. Google Discover (Appears when approved by Google News.)
9. Canonical issues.
10. Schema markup (Structured data markup helper)

CTR (Click through rate%)
Formula = Clicks/impression x 100%

E.g, Clicks - 10
      Impressions - 100
10/100 x 100% = **10% CTR**

Site Speed Insight (Technical Seo)

Tools- Gtmetrix, Pingdom, Google Page speed insight, etc.

Speed Boost: Plugins-h, W3total cache, Lite Speed Cache, WP-Optimization, etc.

Max load time: JS Files, CSS Files, Videos, Images, Text

⚙ LiteSpeed Cache Settings to enable

(WordPress Dashboard → LiteSpeed Cache > Page Optimization > CSS/JS Settings)

Setting	What to do?
CSS Minify	ON
CSS Combine	ON (Test — sometimes causes issues)
Generate Critical CSS	ON (VERY IMPORTANT)
Load CSS Asynchronously	ON
JS Minify	ON
JS Combine	OFF (Safer to leave OFF)
Load JS Deferred	ON
DNS Prefetch Control	Optional but useful

URL Optimization & Image Optimization

Seo in HTML

Meta Tags

Crawling, index, language, country, Keywords, Canonical links, title tags, meta description, etc.

<Head>

<Title>RS Group | Industrial products and service solutions provider</title>
<meta name="description" content="We are a global distributor of maintenance, repair and operations products and service solutions to help customers with their industrial equipment and business">
<meta name="keyword" content="RS Group, KW2">
<meta name="Robots" content="follow,index, max-snippet:-1, max-image-preview:large">
<meta name="robot re-visit" content="after 2 days">
<meta name="geolocation" content="IN, US, GB">
<meta name="lang" content="en-us, hi, en-gb">
<link rel="canonical" href="https://neilpatel.com/what-is-digital-marketing"/>
</Head>

SEMrush Site Audit & Certification

Local Seo:

Keyword Prominence: KW1 + KW2 + Brand Name
Placement: Nearby
Attribution: Reviews

Website: Google my business, just dial, india mart, yellow pages, white pages, yelp, signalhire, etc.

Citation: NAP (Name, Address, Phone)

Off Page Seo

- Backlinks (BL are not for users but for crawlers)

When someone discusses your brand name or webpage(link) , Google takes your website to the popular section, where websites have a high domain authority (popularity).

Domain Authority: (DA) | Page Authority (PA) | Spam Score

It is a 1-100 Score that is developed by Moz and Google predicts your ranking based on one factor, that is DA.

Tier 1: 40+
Tier 2: 11-39
Tier 3: 1-10

DA Checker (Seo audit)

Moz, Semrush, Uber suggest, Ahref, etc.

Types of Backlinks
    Follow: Quality - Link Earning (Pay/Content)
    No - follow: Quantity - Link Building

Link Submission:

- Article Submission - writeforus: Keyword
- Guest Posting - writeforus: Keyword
- Image Submission - Pinterest
- Business directories - Just Dial, Indiamart, Yellow Pages, yelp, GMB,
- Business Classifieds - Quickr, olx
- Q&As - Quora
- Web 2.0 - sub-domain or Profiles
- PBN - Public/Private blogging Network (Expired domains)
- Community - Help Q&As
- Comments - Comment section

- PR (Press Release) - News Sites
- PPT/PDF - Scribd, Slideshare
- Social Bookmarking - Social media sites.

Get ready with Article: For Follow Backlink

- Get idea
- Content development (Google Docs or Wordpress)
- Content Goal
- Creation (AI tools or DIY)
- Plagiarism Check (Duplicacy check)
- Send to the other website
- Ask for Backlink

1 DA

4-5 = PBNs - DA 20

Wikipedia link earn:

- Go to Wikipedia & Find a Topic
- Install Chrome extension - check my links (or any 404 finder)
- Run it & find 404 error pages & Copy the link
- Go to Wayback & Paste it
- Copy the content & Spin it
- Publish it on your website (Plagiarised free)
- Now Contact Wikipedia to replace it. (mailing)

Google Ads

Top 4 Ads - Ranked by Google Ads/PPC (Inorganic)
Middle 10 - Ranked by Seo (Organic)
Then again ads - 3 ads at the bottom of the page

Top of the Page - Top 4 ads
Absolute top of the page - No. 1 Ad

Ad Account - Organization based (Myntra, Amazon) - Insert Funds

Ad Types Marketing

- Push (Wish Based) - Display/ Image, Video
- Pull (Want Based) - Search Ad

PULL   PUSH
Criteria 1   Criteria 2
   1. Lead/Call   1. Branding
   2. Branding   2. Lead/Call

Types of Campaign:

Search - Pull
Display/Image - Push
Video - Push
App Install - Pull/Push
Shopping - Pull/Push

Ad Account ID - Ad Account CID (Customer ID) - 10 Digit

Google Ads Account Structure

```
                          Account
             ┌───────────────┴───────────────┐
          Campaign                         Campaign
        ┌─────┴─────┐                   ┌─────┴─────┐
     Ad Group    Ad Group           Ad Group    Ad Group
     ┌──┼──┐     ┌──┼──┐            ┌──┼──┐     ┌──┼──┐
    Ad Ad Ad    Ad Ad Ad          Ad Ad Ad    Ad Ad Ad
```
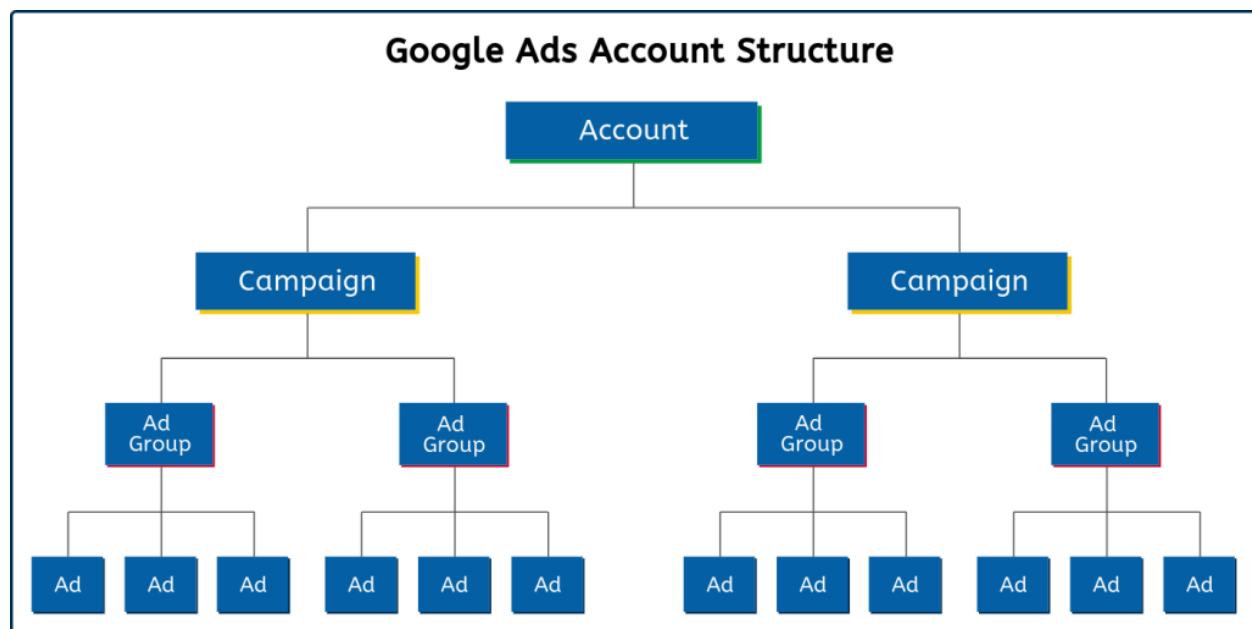
Search Ad:

Campaign - Budget, Bid Strategy, Location, Date & Time.
       Budget - It is the amount you spend for an entire day.
Ad Group - Keywords
       keyword = Broad match - Big business
Match Type: "keyword" = Phrase match - Small Business
         [keyword] = Exact match - Small Business

Ad Copy - Headline (30 Charc.), Description (90 Charac.), Final URL

Types of Bid Strategy:

Automated	**Manual**
Target CPA (Cost per action)	Manual CPC (Cost per click)
Conversion	
Conversion Value	
Viewable CPM	
Max. Clicks	
ROAS - Return on ad-spent - 500% = 5X	
ECPC - Enhanced Cost Per Click	

Note: at least 15 conversions in the last 30 days. (For Conversion Value)

DKI (Dynamic Keyword insertion) - Command - { [in Ad title/desc]

Ad Assets/extensions:

Call extension: Phone no.
Callout extension: USP (. dot) - 24/7 Support. 1:1 mentorship. Paid tools.
Structured snippets: Services (, comma) - course, travel destination, hotel amenities, features
Sitelink: Website links
Lead form: form
Location: Google My Business

Call only Ad: Campaign - Go to ad +

Display Ad:

Bid Strategy: Viewable CPM (Cost Per Mile or 1000 impressions)

When Impressions Count: When Ad appears 50% & hold for 1 sec

15 paise Cost per impression = 150 CMP

Ad Targeting: Audience

Audience Segments: Demographics, Affinity, In-Market, Life Event

    Affinity: Interest & Habits
    In-Market: History, URL, Cookies (Recent Behavior) - Who is more likely to buy the product
    Life Events: Marriage, engagement, job, house buy, retirement, etc

Demographics: Age, Gender, Status: Parental/Married, Education, Household income, etc.

Keywords: What the user puts in the Google search.

Topics: Your ad will appear on websites based on the topics.

Placements: Where your ad will be placed, App, YouTube channels/videos

Video Ads

Ad types:

Bumper Ad: 6 Sec non-skippable
In-Stream Skippable Ad: 5 Sec Skip
In-Stream Non-Skippable: Up to 15-30 Sec
Short Ad: Shorts 9:16
MastHead Ad: Perday Budget - 2-3 crore/day

Bid Strategies:

CPV: Cost Per Trueview - Trueview counts 30 sec or min of ad length
CPM (Cost Per mile or 1000 impressions): impression

Impression: Video ad appears 50% & holds of 2 sec

Shopping Ad:

Google Merchant Center: Product Upload

ID or SKU : It's a unique identifier for a product (Stock keeping unit)

Manual CPC: Rs 5

Budget: Rs 2000

Clicks: Budget/CPC = 2000/5 = 400 Clicks

Conversion Rate: 10% (40 Conversions)

3300 - 1K Profit/product

1K x 40 = Rs 40K

Assignment:

Bullet Train book in China - Ticket Booking: Search, Display, Video

Conversion

When a visitor or user gets converted into a customer. Specifically in exchange of some goods having a value or price, either it can be tangible or intangible.

Audience:

Visitors - 1st
Users - 2nd (free trial 3 days, free demo, Sample, Test drive, trial rooms, etc)
Customers - Buy now

Types of Audience:
- Demographics - Age, Gender, Marital/Parental Status, edu, business,etc
- Affinity - Interest & Habits

- In-Market - Who is more likely to buy the product/service (History & Past visits)
- Life Event - Mostly once in a lifetime or yearly.

Re-Marketing

If Someone visits the property like: Website, Social Media, YouTube channel/video, app, etc

If you are running the remarketing ad with a remarketing audience then your ad will be only appearing to those that have interacted with your property/business.

Create a remarketing audience: Go to Google ads - Tools - Shared library - Audience manager.

AND Rule & **OR** Rule
    And: You must follow all the pages
    OR: You either follow one of the pages

Negative Keyword:

    On which Search term you don't want to show up your ads like: Search term contains free words. E.g., "Learn Digital Marketing" in free

Search Term Significances:

    User Searches shows in the search term so we can add as a keyword if this is beneficial or we can put it in negative if it is unuseful

Ad Rank:

    Ad Rank Formula: *Bid (Rs) x Quality Score (1-10)*
            User 1   Rs 10 x 5 = 50
            User 2   Rs 12 x 4 = 48

Quality Score:

1. Ad Relevance - Use Keyword in Ad Copy (Spc in Title)
2. Expected CTR - Use USP in the title to get clicks
3. Landing Page Experience - Use Keywords in Landing Page (Spc in headings in describe it)

These 3 things get scored by: *Below Average, Average, and Above Average.*

Core Financial & Marketing Formulas

```
1. Revenue
Revenue = Units Sold × Price Per Unit

2. Gross Profit
Gross Profit = Revenue - Cost of Goods Sold (COGS)

3. Net Profit
Net Profit = Revenue - Total Expenses
Net Profit = Gross Profit - Operating Expenses - Taxes - Interest

4. Margin
Gross Margin = (Gross Profit / Revenue) × 100
Net Profit Margin = (Net Profit / Revenue) × 100

5. ROI (Return on Investment)
ROI = (Net Profit / Total Investment) × 100

6. ROAS (Return on Ad Spend)
ROAS = (Revenue from Ads / Cost of Ads)

7. CPA (Cost Per Acquisition)
CPA = Total Campaign Cost / Number of Conversions

8. CPL (Cost Per Lead)
CPL = Total Campaign Cost / Number of Leads
```

9. CPC (Cost Per Click)
```
CPC = Total Ad Spend / Total Clicks Received
```

10. CPM (Cost Per Mille/Thousand Impressions)
```
CPM = (Total Ad Spend / Total Impressions) × 1,000
```

11. CTR (Click-Through Rate)
```
CTR = (Total Clicks / Total Impressions) × 100
```

12. Conversion Rate
```
Conversion Rate = (Number of Conversions / Total Visitors) × 100
```

13. Customer Lifetime Value (CLV/LTV)
```
LTV = (Average Purchase Value × Purchase Frequency × Customer Lifespan)
```

14. Break-Even Point
```
Break-Even Units = Fixed Costs / (Price Per Unit - Variable Cost Per Unit)
Break-Even Revenue = Fixed Costs / Gross Margin Percentage
```

15. ROMI (Return on Marketing Investment)
```
ROMI = (Revenue from Marketing - Marketing Cost) / Marketing Cost
```

16. Engagement Rate
```
Engagement Rate = [(Likes + Comments + Shares) / Total Followers] × 100
```

17. Email Open Rate
```
Open Rate = (Emails Opened / Emails Sent) × 100
```

18. Email Click-Through Rate
```
Email CTR = (Unique Clicks / Emails Delivered) × 100
```

19. Bounce Rate
```
Bounce Rate = (Single-Page Sessions / Total Sessions) × 100
```

20. Churn Rate
```
Churn Rate = (Customers Lost / Total Customers at Start) × 100
```

Meta Ads

Create a page - Brand Name

Ad Account - adsmanager.facebook.com (Funds)

Ad account - campaign - Ad Set - Ad Copy

Campaign - Budget (Lifetime, daily), Bid Strategy, Objective

Bid strategy -   Manual (Bid Cap, Cost per result)
                 Automated (Highest Volume)

Ad Set - Location, Age, Gender, Detailed targeting, Placement

Detailed Targeting - Demographics, Interest, Behaviour

Placement - Where does it show - fab, insta, app - Reel, Story, Feed

Ad Copy - Final URL/Instant Form, Primary Text, Image/Video

Note: Tool: Ad Library (Competitor analysis)

Audiences:
- **Custom**
- **Lookalike**

Custom Audience

Connect with the people who have already shown an interest in your business or product with custom audiences. You can create an audience from your customer contacts, website traffic, or mobile app.

Sources:

Our Property: Website, App, Contact, Offline, Catalogue

Meta Property: fb ad video, ad form, insta account, FB page, event, shopping

Lookalike: who are similar to audiences that you already care about. You can create a Lookalike Audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

"ANY" and "ALL" Rule

ANY: Either follow any of these conditions then only ads will appear.

ALL: Must Follow all the conditions then only ads will appear.

Meta Pixel:

Install Chrome extension: Meta pixel Helper (to identify pixel installed or not)

The **Meta Pixel** is a snippet of JavaScript code that allows you to track visitor activity on your website.

Conversion event

Choose a conversion event associated with your Meta pixel. A conversion event is an action that you want people to take when they see your ads.

Attribution setting:

Click-through

Click-through conversions are counted when someone clicks your ad and takes an action within a set period of time. For example, with a 7-day click, our system will learn from conversions that happen within 7 days and show ads to people most likely to convert within 7 days.

Engaged-view (for video only)

Engaged-view conversions are counted when a video ad is played for at least 10 seconds, or for 97% of its total length if it's shorter than 10 seconds, and someone takes an action within 1 day. For example, with 1-day engaged-view, our system will learn from conversions that happen within 1 day and show ads to people most likely to convert in a day.

View-through

View-through conversions are counted when someone sees your ad, doesn't click it, but takes an action within your set period of time. For example, with 1-day view, our system will learn from conversions that happen within 1 day and show ads to people most likely to convert within a day.

Social Media Optimization

Intro

Facebook - 3.1 billion active monthly users
Instagram - 2.4 billion
Instagram - 360 million (India)
Linkedin   - 1 billion

Things you need: Brand Name, Logo, Post idea, Content Calendar

Tools: Ad library & Canva

Logo - Element & text

No Copyright Images:

Pixabay
Pexels
Freepik
Unsplash
Behance

Assignment:

Create a logo & Post - Buy ticket bullet train in China - include features

Social Media Optimization

Type of content

- "How to"
- Recipe
- Tutorials
- Industry Specific
- Weekly Round-up
- Few Personal glimpse
- Use of New feature (When a new feature launches by social media then you get high engagement like reels & Short videos)
- Pay-to-play mode (check the link in the comment section below)
- Informative
- Helpful
- funny

Engagement rate:

Live - 10% +
Videos - 10%
Images - 5-7%
Text - 2-3%

Content Calendar:

B	C	D	E	F	G	H	I
			Health & Fitness Content Calender				
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**	
Inspirational/Motivatio	Tips for their ber	Offer/Best Deal	Tesmonial Thursday	Before & After (Real Changes	Creative Reel on knowledge	Fruits & Vegetables Discuss	

Group Creation:
    Before follow check group activity
    Name it as your Service

Note: Emotional & Hate Speech - Facebook doesn't approve monetize

Tools: Social Blade & Buffer

Google Adsense (Monetization)

Advertiser (Brand - Godaddy) - 100% or $100

Network (Google Ads, Taboola, media.net) - 32% or $32

Publisher (You or Your website/Blog) - 68% or $68

Youtube Monetization:

Criteria:

1. Video: 1000 subscribers & 4000 watching hours past 365 days

2. Youtube Shorts - 10m Views past 90 days

Advertiser (Brand - Godaddy) - 100% or $100

Network (Youtube) - 45% or $45 (Shorts 45% - you,)

Publisher (You or Your website/Blog) - 55% or $55 (Youtube - 55%)

Facebook Monetization:

Criteria:

1. 60K watching minutes (Past 60 days)
2. 10K followers

Google Tag Manager (GTM) Study Material

1. What is GTM?

Google Tag Manager (GTM) is a tool that helps you **collect, store, and manage tracking codes (tags)** on your website without modifying the source code directly.

It provides a structured way to deploy and maintain tags for:

- Website analytics (e.g., Google Analytics)

- Marketing tags (e.g., Facebook Pixel)

- Tracking user interactions (e.g., clicks, scrolls, video views)

2. GTM Hierarchy

1. **Account** → The top-level entity (usually one per company/organization).

2. **Container** → Holds all tags, triggers, and variables for a specific website/app.

3. **Workspace** → A working environment inside a container where you create/edit tags.

3. Key Components of GTM

a. Tags (What to do)

- Snippets of code (e.g., Google Analytics, Facebook Pixel).

- Perform actions like:

    - Tracking page views

    - Tracking clicks

    - Tracking form submissions

    - Tracking video engagement

b. Triggers (When to do)

- Define conditions for when a tag should fire.

- Examples:

    - Pageview

    - Button click

    - Form submission

- ○ Scroll depth

c. Variables (What information to use)

- Placeholders that store dynamic values GTM needs for tags & triggers.

- Examples:

  - ○ Click URL

  - ○ Click ID

  - ○ Scroll depth percentage

  - ○ Google Analytics Measurement ID

d. Folders

- Used to organize tags, triggers, and variables inside GTM.

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4. What GTM Can Collect

- Page views

- Clicks

- Scroll events

- User interactions (video engagement, outbound link clicks, etc.)

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5. Steps to Set Up GTM

1. **Create a GTM Account**

- ○ Add a container for your website.

- ○ Insert GTM code snippets into `<head>` and `<body>` of your site.

2. **Create Tags in GTM**

   - ○ Google Analytics 4 (GA4) configuration tag

   - ○ Pageview tag

   - ○ Scroll tracking tag

   - ○ Click tracking tag

   - ○ Video engagement tag

3. **Configure GA4 Measurement ID**

   - ○ Get Measurement ID from Google Analytics.

   - ○ Save it as a **Constant Variable** in GTM for reuse.

   - ○ Use it in tags (e.g., pageview, click, scroll).

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6. Common Tags & Setup

a. Pageview Tag

- Tag Type: GA4

- Event Name: `page_view`

- Trigger: All Pages

b. Scroll Tracking Tag

- Disable automatic scroll tracking in GA4 (**Admin** → **Data Stream** → **Enhanced Measurement** → **Turn Off Scrolls**).

- In GTM, create a custom **Scroll Depth Trigger**:

  - Type: Vertical Scroll Depth

  - Percentages: e.g., `10, 25, 50, 75, 100`

  - Trigger on All Pages

c. Click Tracking Tag

- Tag Type: GA4 Event

- Event Name: `click`

- Parameters to collect (via built-in variables):

  - `link_classes`

  - `click_id`

  - `link_url`

- Trigger: Just Links

d. Video Tracking Tag

- Similar process as clicks, but for video events (play, pause, complete).

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7. Testing & Publishing

1. Use **Preview Mode** in GTM to test tags.

2. Use **Tag Assistant (Chrome extension)** to debug and check if tags are firing correctly.

3. Once tested, **Submit & Publish** the container.

Summary

- **Tags = What** (the action, e.g., send event to GA4)

- **Triggers = When** (the condition, e.g., click on a button)

- **Variables = What data** (the details, e.g., which button was clicked)

- **Folders = Organization**

Google Analytics

Account (Organization) - Properties or app (Website or business)

Old version - Universal Analytics - only web
New Version - Google Analytics 4 (GA4) - web & app

Realtime - Past 30 mins

Audience - User, New Users, Sessions, demographics -geo gender
Acquisition - platform, device, source/medium, paid, organic
Behavior - page views , bounce rate, exit rate,
Conversions - Goal

Email Marketing

Tools:

Paid   **Free**
Zapier   Mailchimp
Hubspot   Gmass
Aweber
Constant Contact
Ultramailer
SendinBlue (Brevo)

- Form Creation
- Email Creation (Template Mail)

100 leads - 10 customer

90 remaining - Email Marketing

Email Creation (Template)

To - Select Audience & *Select or exclude* tag in the selected audience

From - Brand Name/ Company Name & Professional email

Subject & Preview text - Which Appears in the notification
Note: Email appears attractive only by a good subject line

Send Time - Immediate

Design email - Design accordingly

Mail Analytics:
- Click rate: When you click on the link in the email
- Open Rate: When you open mail in the inbox

Avoid Spam: 90% marketing emails go to spam

Avoid spam trigger words:
Note:
https://blog.hubspot.com/blog/tabid/6307/bid/30684/the-ultimate-list-of-email-spam-trigger-words.aspx

Affiliate Marketing

Find a Partner program in the footer or google of any website or company.

Company marketing - 30% budget
Affiliate - Performance marketing Commision

It is nothing but when you promote the product/service of a company and it gets sold out so you earn some commission.

Amazon URL Cookie limit: 90 days

And your entire cart's products will be counted as a conversion made by you.

Youtube Seo

Install Chrome Extension: **VidiQ**

Score: 1-100

Actionable (You)	**Performance (Users)**
50 score	50 Score
Title	like: Dislike
Description	Comment
Tags (5-8)	Share
Thumbnail	Avg. view duration
File name (keyword)	Views

Copyright or Strike

7 Days Warning

1 Strike

Note: The channel will be suspended if you get 3 strikes within 90 days. After 90 days it will reset from 1 strike.

Thumbnail: 1280 by 720 Px

Face: above the navel, on the chest
Company: Industry related, Logo

Character: 30 characters

Background Colors: orange, purple/blue, grey

Text: black, white, gold.

Not used in the background: Black & White

Video upload

2-3 mins - a lot of funny elements, Broad keyword: Football (New Users)

5-10 mins, Short Tail keyword: "How to" few funny elements

Infinite length: Target specific

funny elements don't matter.

Boya Mic: amazon

a bad quality of video can be ok but a bad quality of audio is not good.

Black magic - Davinci resolves Free for all.

Mac: Final cut pro

Filmora software
Inshot
Capcut

Canva: Shorts & reels

_____

Monetization:

4000 - Watching hours

1000 - Subscribers

Shorts - length max 1 min.

9:16 Ratio of video within the 1 min then it will be automatically uploaded as a short video. (No Thumbnail for shorts)

Publisher - You (Youtube video) 55%
Advertiser - godaddy (1000) 100%
Network - Youtube/Google - 45%

Google Exam

Fundamental of Digital Marketing, others 1.3 hrs exam