

Entrepreneurial Essentials & Digital Marketing

1: Establishing Your Business Presence Online

- Website Domain purchase
- Designing Your Company Logo with logomaker.com
- Setting Up a Professional Company Email Address using Zoho
- Building Your Own Website with Go Daddy or Hostinger

2: Sign Up on Freelance Platforms to get Clients

- What is Freelancing?
- Signup with Freelancer.com, Fiverr, upwork
- Create a strong portfolio in freelance websites
- Browse projects from employers
- How to submit tail or edproposaltoeachproject
- Best practicesinfreelancing

3: Business Proposals, Contract Agreements, and Quotations

- Crafting Effective Business Proposals
- Negotiating and Finalizing Contract Agreements
- Generating Professional Quotations using zoho
- Creating business presentations using gamma app

4: Customer Relationship Management (CRM) Solutions for Business Growth

- Utilizing Zoho/Bitrix CRM for Effective Customer Data Management

5: Safeguarding Your Business: Data Privacy, Protection, and Copyrights

- Importance of Data Privacy in the Digital Age
- Privacy Policy, Copyrights, Disclaimer

6: Google Analytics Insights:

- Understanding Key Metrics and Analytics for Business Growth

7. Useful websites & Tools:

- URL shortener using Tiny URL
- Image Compression tools
- Googleforms, GoogleSheets
- Chat GPT, Bard AI tools
- Drop box, we transfer for sharing files online
- Zoom & Google Meet, Teams for meetings
- Chrome extensions

Digital Marketing for Entrepreneurs

1. Introduction to Digital Marketing

- Understanding Digital Marketing vs. Traditional Marketing
- Advantages of Digital Marketing for Entrepreneurs

2. Social Media Marketing Strategies

- Creating Company Profiles on Facebook, Instagram, LinkedIn, YouTube, and Instagram for Business Marketing & Branding
- Engaging with Relevant Social Media Groups
- Setting Up and Managing a Google My Business Page
- Developing Daily Updates and Engagement Strategies for Social Media Platforms

3. Search Engine Optimization (SEO) Fundamentals:

- Fundamentals of “On – Page and Off – Page SEO“
- Understanding Meta Tags and their uses in google search rankings.

4. Effective Lead Generation Strategies for Business Growth

- Email Marketing: Maximizing Leads with Tools like Mail chimp and Other Free Platforms
- Generating leads from Facebook & Google Ads
- Leveraging WhatsApp Marketing Tactics for Lead Generation:
- Understanding WhatsApp Business Accounts
- Creating Product Catalogs on WhatsApp Business
- Utilizing WhatsApp Group Marketing and Broadcasting
- WhatsApp Channels for branding & Lead Generation
- Telegram Channels for Lead Generation
- Google Reviews in Building Trust and generating Leads

- Listing Your Business on market place platforms like Just Dial, Sulekha, India mart and Similar Websites for Enhanced Visibility and Lead Generation

5. Visual Content Creation for Marketing:

- Designing Images Using AI generator tools, Dalle, Canva & Gamma
- Create Marketing Videos using Canva