MARKETING STRATEGY

1 BRANDING
2 SOCIAL MEDIA
3 VIRAL CONTENT
4 SEO
5 ADS

VOLUME 1
SPECIAL EDIT
UPDATE

Becoming a
DIGITAL MARKETING EXPERT

BUILD YOUR PASSIVE INCOME

AND GROW YOUR BRAND

TEAM HUMMINGFLOW.DIGITAL

Preface

If you've picked up this book, chances are you're either stepping into the world of digital marketing or looking to sharpen your skills in a more structured, strategic way. In both cases, you're exactly where you need to be. Becoming a Digital Marketing Expert is designed to guide you through one of the most dynamic, impactful, and often misunderstood fields in modern business.

Digital marketing isn't just about running ads or writing content—it's about building connections, creating value, and staying adaptable in an ever-evolving digital landscape. While countless businesses and creators have access to the same tools, very few truly know how to use them effectively. This book is here to bridge that gap.

Inside, you'll find simple breakdowns, actionable insights, and real-world examples that make complex concepts easy to grasp—even if you're starting from scratch. From SEO to email funnels, social media to paid ads, this guide walks you through not just the "how" but also the "why" behind each tactic.

So, if you're ready to move beyond guesswork and start marketing with purpose and clarity, this book is your launchpad. You don't need to have it all figured out—you just need the right tools, the right mindset, and the willingness to learn.

Thank you for choosing this journey. Let's get started—your future as a digital marketing expert begins now.

Table of Content

· **Module 1: Digital marketing Introduction**

- Introduction to Digital marketing
- Comparison of Traditional and Digital Marketing
- Statistics of Digital Marketing
- Benefits of Digital marketing
- Latest Digital marketing trends
- Digital Marketing strategy for websites
- Challenges in Traditional marketing

· **Module 2: Blog Marketing**

- What is blog?
- Types of blogs
- Benefits of blogging
- Creating a blog
- Blog marketing

· **Module 3: Website Designing with CMS**

- Basic Information on Websites
- Benefits of having a website
- Steps to create a website
- Platforms available to create a website
- Create brand new website using CMS
- Web site Concepts
- Introduction to domain names
- Choosing a right hosting company and domain
- Analyzing a website
- Web site maintenance and management
- Mobile sites

·Module 4: Search Engine Optimization (SEO)

·Introduction to SEO
·How Different types of Search engines work?
·Steps for SEO
·Funnel of SEO
·Understanding Google Algorithm
·Types of SEO
·On page SEO
·Off page SEO
·Managing Tags
·Website Audit
·Google Webmasters Tools (Web Console)
·Keyword Research Process
·Competition Analysis
·Google Keyword Planer
·On page Optimization strategies

- **Landing Page Techniques**

·Elements of landing page
·Acquiring stunning landing pages
·WordPress themes & plugins
·CTA placement & optimization
·Landing page from third party sites

- **Off Page SEO**

·Off Page Optimization Local SEO Strategies
·Benefits of Using ROBOTS.TXT
·Advantages of Sitemap
·Use of .htaccess file in SEO
·canonicalization in digital marketing
·Social Bookmarking & Social sharing.
·Blog commenting.
·Guest posting.
·Forums Submission.
·Infographics & Image submissions.
·Video Submissions.
·PR (Press Release) Submissions.
·Document and PPT Submissions.
·Directory Submissions.

·Module 4: Search Engine Optimization (SEO)
·Introduction to SEO
·How Different types of Search engines work?
·Steps for SEO
·Funnel of SEO
·Understanding Google Algorithm
·Types of SEO
·On page SEO
·Off page SEO
·Managing Tags
·Website Audit
·Google Webmasters Tools (Web Console)
·Keyword Research Process
·Competition Analysis
·Google Keyword Planer
·On page Optimization strategies

Landing Page Techniques
·Elements of landing page
·Acquiring stunning landing pages
·WordPress themes & plugins
·CTA placement & optimization
·Landing page from third party sites

Off Page SEO
·Off Page Optimization Local SEO Strategies
·Benefits of Using ROBOTS.TXT
·Advantages of Sitemap
·Use of .htaccess file in SEO
·canonicalization in digital marketing
·Social Bookmarking & Social sharing.
·Blog commenting.
·Guest posting.
·Forums Submission.
·Infographics & Image submissions.
·Video Submissions.
·PR (Press Release) Submissions.
·Document and PPT Submissions.
·Directory Submissions.

·Module 4: Search Engine Optimization (SEO)
·Introduction to SEO
·How Different types of Search engines work?
·Steps for SEO
·Funnel of SEO
·Understanding Google Algorithm
·Types of SEO
·On page SEO
·Off page SEO
·Managing Tags
·Website Audit
·Google Webmasters Tools (Web Console)
·Keyword Research Process
·Competition Analysis
·Google Keyword Planer
·On page Optimization strategies

Landing Page Techniques
·Elements of landing page
·Acquiring stunning landing pages
·WordPress themes & plugins
·CTA placement & optimization
·Landing page from third party sites

Off Page SEO
·Off Page Optimization Local SEO Strategies
·Benefits of Using ROBOTS.TXT
·Advantages of Sitemap
·Use of .htaccess file in SEO
·canonicalization in digital marketing
·Social Bookmarking & Social sharing.
·Blog commenting.
·Guest posting.
·Forums Submission.
·Infographics & Image submissions.
·Video Submissions.
·PR (Press Release) Submissions.
·Document and PPT Submissions.
·Directory Submissions.
·Classified Submission.
·Article Submissions.

WORK SAMPLE FROM HUMMINGFLOW.DIGITAL

Content Marketing

- What is content marketing?
- Benefits of content marketing
- What is plagiarism?
- Content writing standards
- Social media content

·Module 5: Google My Business (GMB)

- What is GMB?
- Importance of GMB in digital marketing
- How to create a Google My Business page?
- Listing services in GMB
- Product listing in GMB
- Store location management in GMB

·Module 6: Social Media Marketing

- Basics of social media marketing
- Social Media Platforms
- Social Media Optimization
- Hashtag & Viral strategy
- Facebook page, group, events creation
- Facebook marketing
- Facebook Paid advertising
- Instagram profile creation,
- business account handling
- Running ads in Instagram
- Twitter profile creation
- Creating ads in Twitter
- LinkedIn Profile management

·WhatsApp Digital Marketing

- WhatsApp marketing for business
- Communicate better using texts, images, audio, videos
- Increase audience engagement

·Lead generation

- How to create your 'Bribe' offer
- How to create A high Converting page
- Joining give away events
- Adding your offer to Thank you page
- Ad swaps- from third party sites

·Hashtag Viral Marketing

- How to use Hashtags for your business?
- Find hashtags related to the main key-board
- Research Trending Hashtag
- Hashtags on Facebook & Twitter to generate traffic
- Tracking your Hashtag
- Tools to detect hashtag strength

·Module 7: Youtube Marketing

- Understanding Youtube marketing
- Youtube channel creation
- Youtube ads management
- Video optimization
- Promoting videos on Youtube
- Monetization in Youtube
- SEO for Youtube
- YouTube Analytics

·Module 8: Google Ad Sense

- Planning a website for AdSense
- What is Google AdSense?
- Implementing Ads in a Website
- Managing payments

·Module 9: Affiliate Marketing

·What is Affiliate Marketing?
·Types of Affiliate Marketing
·Making Money using Affiliate Marketing

·Module 10: Google Analytics Topics

o Basics of Google analytics
o Tools for website analytics
o Installing Google Analytics
o Parameters of Google Analytics
o Reporting and Analysis

·Module 11: Email Marketing

o Benefits of email marketing
o Basics of Email Template Structure
o Setting up email campaigns

·Module 12: Search Engine Marketing (SEM)

o Understanding Search ads and Display ads
o Local advertising
o App install Ads

Mobile marketing

o What is mobile marketing?
o Best practices of mobile marketing
o Types of mobile marketing

PPC (Pay Per Click)
o What is Pay Per Click (PPC)?
o Importance & Benefits of PPC
o Pay -per-Click Providers
o Understanding Google AdWords
o Google Adword Structure
o Setting up PPC Campaign
o PPC campaign Navigation
o Understanding "Click-through Rates"
o Understanding impression, Cost/Conversion, Tracking code?
o Google Adword Networks
o Search Partners Networks
o The 'Powered by Google' attribution
o Network Campaigns
o Home/Campaigns/Opportunities/Tools & Analysis, Billing my Account

·Module 13: Freelancing

o What is freelancing?
o How to become a freelancer?
o Freelancing websites
o Best practices in freelancing
o Registering on freelancing websites
o Forum promotions
o How to get four first freelancing project?

·Module 14: Internet Marketing Strategies

o How to start a digital marketing agency?
o Approaches and Strategies to convert your prospective leads to clients
o Target Oriented Marketing with Analytics

Module 15: Digital Marketing Certifications

o Introduction to Google Certifications
o Google analytics Certification
o Google AdWords Certification

Module 2: Blog Marketing

WORK SAMPLE FOR FINANCE NICHE

Welcome to "The Complete Guide to Blog Marketing"

This eBook has been crafted to offer students, digital marketing aficionados, and prospective professionals a hands-on and thorough guide to blog marketing. Whether beginning from the beginning or adding to existing expertise, this guide will be the door to success. The intention is to offer succinct, actionable information in a clear-to-understand format, of which your age and existing experience will be of no concern.

***

What is Blog Marketing?

Blog marketing is a content marketing strategy that is often written for a specific target audience. A blog is an up-to-date webpage or website, which is a medium for sharing opinions, news, tutorials, product reviews, and much more.

Often, blogs are an important tool in enabling personal expression and professional advertisement since they provide a way to speak to the world.

Today, 70 million blogs are published for the first time in a single month on WordPress alone. (Source: WordPress). In fact, Blogging companies generate a mean of 67% more monthly leads than non-blogging companies.(Source: Demand Metrics)

Even today, in times of short reels and videos, Blog Marketing is third most content marketing tactic after videos and ebooks.(Source: Hubspot)

***

Types of Blogs

There are typically six types of blogs, as listed below:

1. **Personal Blogs**
Personal blogs are often used to post personal experiences, anecdotes, opinions, and activities. Personal blogs are usually casual and are lifestyle, travel, food, or interest-based.

BLOG MARKETING

2. Company blogs
Company blogs are created by companies to share news, convey knowledge, and interact with customers. These websites help build the brand and boost customer trust.

3. Niche Blogs
Niche blogs are based on a specific niche or industry (e.g., fitness, technology, parenting), which enables the blogger to address a particular audience and establish himself/herself as an expert in that industry.

4. Professional Blogs
Made by individuals with the intention to share their expertise and establish themselves professionally (e.g., finance, law, teaching).

5. Affiliate blogs
Affiliate blogs are established to promote other products and make commissions by adding affiliate links to the content.

6. News Blogs
News Blogs give us the latest news and trending issues, regularly updated to ensure readers are in touch. For example, Time of India, New Indian Express, Tribune, etc.

7. Revenue Generation
Blogs can be made to generate revenue if well-planned using ads, affiliate marketing, or digital products. There are sites who have generated more than 1 million revenue for their brand.
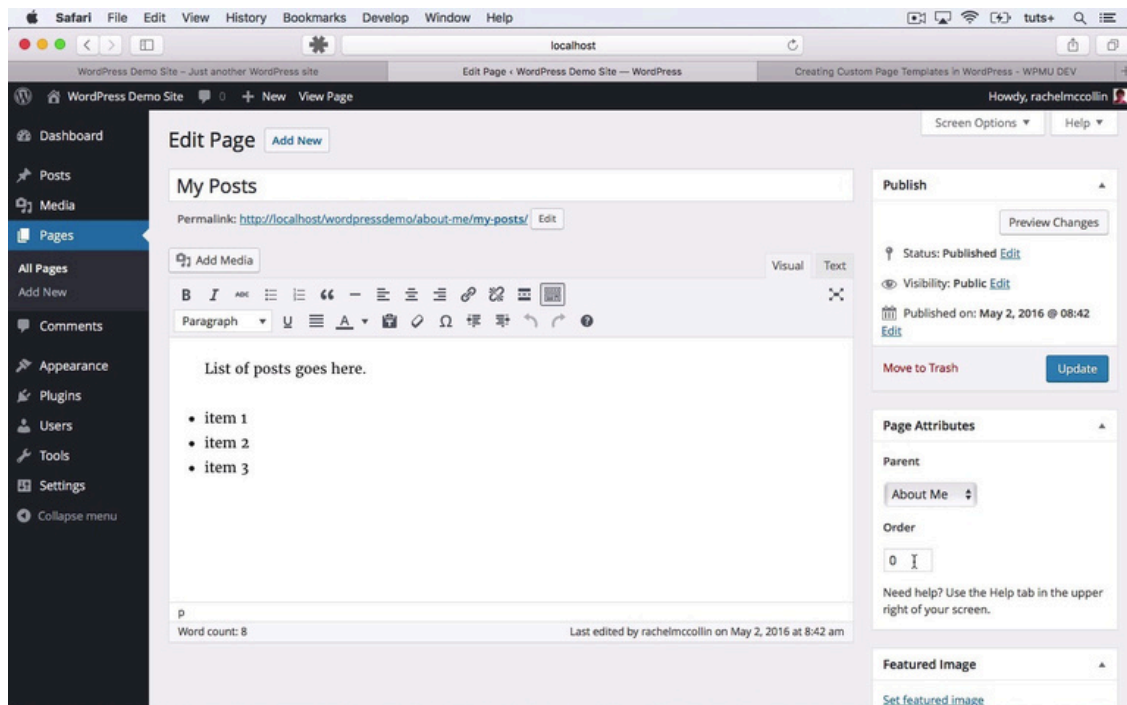
***

How to Start Writing a Blog?

1.**Select a Blogging Platform**
Utilize a content management system (CMS) such as WordPress, Blogger, or Wix. WordPress is particularly suggested due to its staggering flexibility and robust plugin support.

2.**Choose a Domain Name and Hosting**
Your domain name is the web address of your blog (e.g., www.yourblog.com), and hosting is the space on the server your blog is stored. Bluehost, SiteGround, or GoDaddy can assist.

WordPress Dashboard

3.Design Your Blog
Select a professional, responsive theme. Plan your layout to have a homepage, blog page, contact page, and about page.

4. Plan Your Content
Create a content calendar. Conduct keyword research your audience is looking for and schedule your posts based on keywords.

5. Write Your First Blog
Make it concise, organized, and relevant. Add headings, bullet points, and graphics to make it visually appealing.

6. Promote Your Blog
Share new posts on your social networks and email list. Interact with readers via comments and feedback.

7. Valuable reference
Initiating a Blog (Guidelines for WordPress)

***

Blog Marketing Strategies

Blog marketing involves a variety of strategies and tools designed to efficiently promote your content to the correct audience. In the following text, you have a comprehensive description of the principal methods:
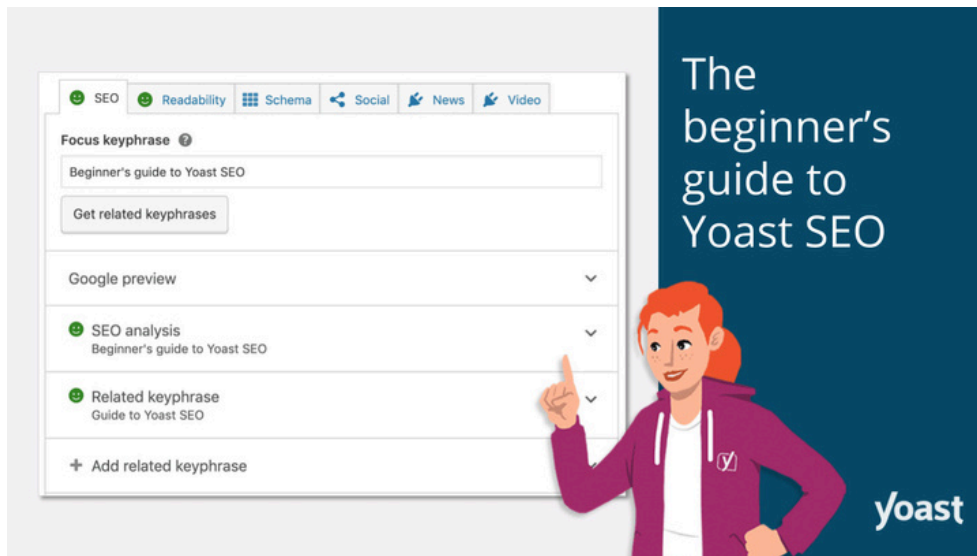
1. Search Engine Optimization (SEO)

SEO means the practice of optimizing your own content to top search engines listings. Methodologies include:

1. Having relevant keywords on titles, meta descriptions, and within the post
2. Image optimization with alt text
3. Structuring content under separate headings (H1, H2, H3)
4. Such as adding hyperlinks to other blog posts and external sources
5. Providing quick loading times and mobile friendliness

More information: Google Search Central SEO Starter Guide

Boast SEO Section

2. Social Media Marketing

Social media sites enable the sharing of blog entries to wider audiences. Some of the best practices are:

1. Posting on LinkedIn, Instagram, X (Twitter), and Facebook
2. Creating visually appealing images and captions.
3. Utilizing appropriate hashtags to optimize audience reach.
4. Scheduling periodic posts using applications such as Buffer or Hootsuite

3. Email Marketing

Email is an effective and strong vehicle for promoting blog posts:

1. Create a subscription form on your website.
2. Send newsletters with link to your latest posts
3. Segment your audience to deliver targeted updates.
4. Use programs like Mailchimp or ConvertKit.

4. Guest Blogging

Guest blogging is about blog posts on other blogs. It helps by:

1. Generating referral traffic to your website
2. Increasing your blog's credibility and links
3. Reaching new audiences with your content.
4. Aides in backlinking strategy.

5. Influencer Marketing

Work alongside individuals who have established credibility in your area of expertise:

1. Connect with social media influencers, Instagram influencers, or YouTubers.
2. Request them to contribute, edit, or co-author your blog posts
3. This can easily increase visibility and confidence

6. Content Promotion

Besides SEO and social share, you must:

1. Post your blog on content aggregation platforms such as Flipboard or GrowthHackers.
2. Reuse the content as slides, videos, or infographics
3. Respond to Quora questions and reference blogs if applicable.

7. Results Analysis

Utilize analytical tools to measure performance:
1. Identify best-performing posts
2. Monitor bounce rates and time on site
3. Track sources of traffic to optimize promotion efforts

Main tools for gaining insights are:
1. Google Search Console: For performance and indexing problems
2. Ubersuggest: For keyword research and traffic estimates
3. SEMrush: To perform competitive analysis and track backlinks
4. Google Analytics: To study overall traffic to your web pages and posts.

8. Career Advancement/New Opportunities

By blogging, graduates are able to demonstrate their writing, SEO, and content planning capabilities. This can be their living portfolio while looking for work in:
1. Digital marketing agencies
2. Content strategy teams
3. Internal marketing positions

9. Business Growth
Blogging is an inexpensive and scalable method for small businesses to:
1. Create organic traffic
2. Nurture the leads with premium content
3. Build brand trustworthiness

10. Helps You Build a Personal Brand

Graduates can make a name for themselves by creating helpful tips on a regular basis. That can lead to lectures, partnerships, and consulting assignments.

11. Use Various Monetization Strategies

Monetization channels are:
1. Placing display ads through networks such as Google AdSense
2. Product reviews and inclusion of affiliate links.
3. Creating improved content such as online courses, templates, or learning materials

12. Stay Current with Best Practices

To stay current, they need to subscribe to:
1. Search Engine Journal
2. Moz Blog
3. Neil Patel's Blog

These offer up-to-date trends, algorithm changes, and strategic information.

13. Integrate with Alternative Digital Platforms

Blog marketing is not a standalone activity. It has to interact with:
1. Email newsletters (promoting new blog posts)
2. SEO (For organic traffic driving purposes)
3. Sponsored ads (to increase visibility)
4. Social media content strategies (for wider reach)

14. Overcome Challenges

General problems and everyday fixes:
1. Writer's Block: Attempt brainstorming tools such as AnswerThePublic
2. Low Traffic: Optimize for long-tail keywords, add value to content, and use forceful calls to action
3. Small Audience: Host webinars, collaborate with others, and conduct giveaways in order to reach more readers

***

Blog marketing is not merely posting content; it's about connecting with the correct audience with a tailored message at the correct time. Through the implementation of the strategies outlined in this guide, marketers and students alike are equipped to develop effective blogging strategies that yield significant results.

Consistency, simplicity, and constant improvement are the keys to long-term success in blog marketing. Remember to monitor your performance, learn from the numbers, and always keep your audience in mind.