



# Sales and Marketing



## Sales and Marketing

The base of loyalty and trust between customer and business is built through marketing and sales. Develop the most in-demand business skills to rise to the top of the industry with this all-in Sales and Marketing course.

The modules are designed to help you develop your businesses online and drive a high level of engagement to your brands and products. This 15-in-1 Sales and Marketing course bundle will uplift your personal growth and career development. Either you can become a qualified professional and increase your employability in this field, or you can shape up your personal business.

Don't miss the chance to boost your resume with internationally recognised qualifications and help yourself stand out from the competition. Register now!

CPD accredited Sales and Marketing bundle is the most comprehensive bundle on Sales and Marketing now available online, offered by Skill up to upskill you with core to advanced sales and marketing ideas for your utmost level proficiency in implying the newly gained knowledge efficiently wherever needed and escalate yourself as a peerless potential in the sales and marketing promising industry.

Sign up for the all-inclusive Sales and Marketing bundle, and experience relentless development of in-demand knowledge, skills and strategies within you!

### **Learning Outcomes of this Sales and Marketing Bundle:**

- Gain a good command of sales and learn about recent updates
- Master the body language tactics as a marketing or sales executive
- Know the practical and theoretical aspects of marketing
- Learn about the components and tools needed for digital marketing
- Familiarise yourself with SEO and learn how to apply it effectively
- Set up a powerful marketing strategy using social media platforms
- Manage, optimise and develop your remarketing and retargeting ads
- Provide excellent customer service by learning the fundamentals

### **Sales and Marketing Bundle Specialities**

- 60 hours of instant video lectures and downloadable resources.

- Affordable premium-quality E-learning content, you can learn at your own pace.
- You will receive 16 completion certificates upon completing the Sales and Marketing bundle.
- Internationally recognised Accredited Qualification would boost up your resume.
- You will learn the researched and proven approach of sales and marketing adopted by renowned experts.

### **Assessment**

After completing all the modules of the Sales and Marketing bundle, your learning will be assessed by an automated multiple-choice based exam. You may choose to participate in a Mock Exam before attending the course completion Final Exam with absolutely no extra cost.

### **Certificate**

This premium Sales and Marketing bundle come with FREE PDF & Hardcopy Certificates, PDF Transcripts & Student ID Card, and it makes this bundle the perfect value for money.

This self-paced Sales and Marketing bundle by Skill Up, loaded with up-to-date knowledge and techniques, is truly ideal for all aspiring professionals.

Let your eLearning experience meet the utmost satisfying level by enrolling in our premium Sales and Marketing bundle now!

## **This Sales and Marketing Bundle Consists of the Following Courses:**

- Course 1: Sales Executive Training
- Course 2: Digital Marketing Diploma Level 3
- Course 3: Sales: Reading Body Language As A Sales Tool
- Course 4: Marketing Masterclass
- Course 5: Salesforce Heroku
- Course 6: Sales & Business Development Masterclass
- Course 7: Professional Marketing and Advertising Complete Online Course
- Course 8: Affiliate Marketing Masterclass
- Course 9: SEO Masterclass
- Course 10: Professional Copywriter – Level 4
- Course 11: Digital Marketing Strategies for Business Owners
- Course 12: Retargeting Ads Guide - How Retargeting Works
- Course 13: Customer Service
- Course 14: SAP Controlling (CO) – Product Costing with S4HANA
- Course 15: Business Productivity Training

## **Curriculum Breakdown of the Premium Courses:**

### **➤ Sales Executive Training**

- Module 1 : Understanding the Talk
- Module 2 : Getting Prepared to Make the Call
- Module 3 : Creative Openings
- Module 4 : Making Your Pitch
- Module 5 : Handling Objections
- Module 6 : Sealing the Deal
- Module 7 : Following Up
- Module 8 : Setting Goals

- Module 9 : Managing Your Data
- Module 10 : Using a Prospect Board

### ➤ Digital Marketing Diploma Level 3

- Introduction
  - ❑ Digital Marketing
  - ❑ DMM Intro
  - ❑ Digital Marketing Strategy in 10 Minutes
- Define Your Business & Target Audience
  - ❑ Define your Purpose
  - ❑ Case Studies
  - ❑ Positioning Your Brand
  - ❑ Case studies – Positioning
  - ❑ Unique Selling Proposition
  - ❑ Personality
  - ❑ Case Study – Personality
  - ❑ Find Your Audience
  - ❑ Validate Your Business
- Brand Identity
  - ❑ Intro Brand Identity
  - ❑ Case Study – 3 Company Styles
  - ❑ Free Branding Tools
  - ❑ Learn Canva in 10 Minutes
  - ❑ Learn Photoshop in 30 Minutes
- Websites
  - ❑ Intro to Websites
  - ❑ Choose a Domain Name
  - ❑ Intro to WordPress Lessons
- Email Marketing
  - ❑ Easy Email Marketing Funnel
  - ❑ Email Marketing Tools
  - ❑ Lead Magnets
  - ❑ Where to put opt-in forms
  - ❑ Segmenting and Tagging Your Subscribers

- Email Sequences
- Better Email Subject Lines
- Using Analytics to Improve Emails
- Case Study – 100 Subscribers in Less Than 1 Week
- Copywriting, Blogging & SEO
  - Copywriting Basics
  - A.I.D.A
  - Case Study of a Sales Page
  - 10 Commandments of Copywriting
  - Write Better Headlines
  - Write Quality Articles
  - Optimize Your Website SEO 5 minutes agoMore
- YouTube
  - Intro to YouTube
  - Case Study – YouTube Sales Funnel
  - YouTube SEO – Watch Time vs. Views
  - Keyword Research for YouTube Videos
  - Start Your New Channel
  - Channel Art and Icon
  - Channel Description
  - Customize Your Channel Design
  - Add a Channel Trailer
  - YouTube Channel Settings and Verification
  - Upload Defaults, Featured Content, and Channel Branding
  - Uploading Videos + Titles, Tapes, Description
  - Cards and End Screens
  - Use YouTube Analytics to Grow Your Channel
  - Quickly Respond to Fans with the Community Tab
  - Live Streaming with YouTube Live
  - Free Music on YouTube Live
  - Create a YouTube Ad.
  - Spy on Competition with Social Blade
- Video Marketing
  - Intro to Video
  - Video Equipment for Beginners
  - Tools to Make Your Videos More Pro
  - Structure a Video that Sells
  - Intro to Video Production Bootcamp

- Intro to FB Groups
- Create Your Group – Walk Through
- Tips for a More Engaged Facebook Group
- Scheduling Posts, Live Video, and More
  
- Facebook Groups (Social Media Marketing)
  - Why Facebook Pages are Important for your Business
  - Creating a Stunning Facebook page for your business
  - Adding Essential Information to your Facebook Page
  - Selecting your Profile Image
  - Creating Professional Facebook Cover Image for your Pages
  - Creating a captivating Facebook Page Description using the ads.
  - Getting your Facebook Page Username
  - Facebook Page Apps to increase fans engagement
  - Top 0 Ways to Monetize your Facebook Page
  - Exploring Publishing tools
  - Scheduling Facebook posts
  - How to spy your competitors on facebook
  - How to guarantee your fans see all your posts
  - Exploring Facebook Insights
  - Four Unlimited sources of royalty free image
  - Promoting your Facebook Page
  - Turn any image a clickable Facebook Post
  - Assignment – Create a Facebook page
  
- Facebook Pages (Social Media Marketing)
  - Introduction to Facebook Ads
  - Introduction to the Facebook Ads Manager
  - Setting up your Facebook payment account
  - Defining your Facebook Target Audience
  - Level 1 – Creating the Ad
  - Level 1 – Boosting your Post
  - Level 2 – Creating your Ad in the Ads Manager
  - Tips to have your ad approved by facebook
  - Analyzing Results
  - Assignment Create a Facebook Ad
  
- Facebook Ads (Social Media Marketing)
  - What is facebook retargeting and why is important for you

- Creating a facebook pixel
- Installing the pixel in WordPress
- Installing the pixel in a non-WordPress website
- TESTING IF THE PIXEL IS WORKING
- Creating your first audience with THE Pixel
- Facebook pixel advanced audience creation
- MESSAGE – YOUR AUDIENCE IS TOO SMALL
- Creating your optimized FB Ad with the Pixel
- Assignment – Installing the facebook Pixel in your web
- Facebook For Local Business (Social Media Marketing)
  - How Facebook Ads can Help you have a local business
  - This is the Plan for your Local Business
  - Reaching people around your Business
  - Creating Your Local Business ad
  - Assignment Local Business
- Google Adwords
  - Google Adwords for your Business
  - How Adwords Works
  - Setting up your Adwords Account
  - Example of Ads that we are creating
  - Exploring the Adwords Interface
  - Discovering the best keywords
  - Creating a Google Adwords Search Campaign
  - Choosing your Vid setting for Google Adwords
  - Creating an Ad group and Adding Keywords
  - Finalizing your Google Ad
  - Managing your Google Ads Campaigns and Analytics
  - Creating a YouTube Ad with Google Adwords
  - Your Next Steps
  - Assignment Google Adwords
- Twitter (Social Media Marketing)
  - Why Twiter and how it can help your business growth
  - Choosing the best username or twitter handle
  - 4 tips to choose your twitter handle
  - Creating a Twitter account
  - Creating an Outstanding Twitter profile page
  - Adding your Profile and Header Photo
  - Writing an optimized bio



- Pin the most important tweet for your bio
- Connecting with other influencers
- Twitter hashtags
- Growing your Twitter presence with Jooicer
- Add Twitter Buttons to your Website
- Add Twitter widgets to your website
- Twitter Ads – Creating Your Ads Account and Campaign
- Twitter Ads – Adding your Payment Method
- Twitter Ads – Creating other Twitter ads
- Twitter Ads – Promoting a Tweet
- Assignment Twitter 1 day ago More
- Instagram (Social Media Marketing)
  - Instagram for Business – Whats our strategy
  - Create an Instagram for Business profile
  - Building a Killer Instagram Profile
  - 2 Building a Killer Instagram profile
  - 3 Building a Killer Instagram Profile
  - 4 Building a Killer Instagram Profile
  - Accessing the Ads Manager
  - Creating your First Instagram Ad
  - Creating your Instagram Ad inside the App
  - Important Tips to have a successful Ad on Instagram As inside the App
  - Mistake 1
  - Mistake 2
  - Mistake 3
  - Mistake 4
  - Mistake 5
  - Mistake 6
  - Tools to create instagram photos
  - Creating Viral Instagram Photos
  - Adding Your Logo or Website to your Instagram Post
  - Instagram Live and Instagram Stories
  - Assignment – Instagram Ads
- Pinterest (Social Media Marketing)
  - Why Pinterest and how it can your business grow
  - Opening a Pinterest Business Account
  - Linking Pinterest with your Website and getting a Verified account
  - Linking Pinterest with other Social Media platforms

- Optimizing your Pinterest Profile
- Creating Boards
- Using Secret Boards
- The Powerful Pinterest notification
- Adding pinterest chrome extension
- Adding Pinterest to your Website
- Pinterest Ads – Getting started
- Pinterest Ads Panel Overview
- Creating a Pinterest Ad
- Creating Pinterest Ads Fast
- Assignment Pinterest
- LinkedIn (Social Media Marketing)
  - Welcome to Linkdin Marketing
  - Setting up to LinkedIn account
  - Adding Experience, Skills, Accomplishment to your LinkedIn
  - Adding a professional Background photo
  - Adding media to your linkedIn URL
  - Changing your LinkedIn URL
  - Adding your Website to LinkedIn
  - Creating Shareable content on LinkedIn
  - LinkedIn Company Pages Examples
  - Creating a LinkedIn Company Page
  - Managing your LinkedIn Company Page
  - Getting 50 dollar in LinkedIn Ads Credits
  - LinkedIn Ads Introduction
  - Creating a linkedIn Sponsored Content Ad.
  - Waiting for LinkedIn Ad approval
  - Creating a LinkedIn Text Ads Campaign
  - Creating a LinkedIn Sponsored In Mail Campaign
  - Quick view at the LinkedIn Campaign Manager
  - Assignment LinkedIn
- Periscope (Social Media Marketing)
  - What is Periscope
  - Optional Equipment that will make your scopes looks profession
  - Assignment Periscope 20 hours ago More
- Social Media Live Streaming
  - Basic Equipment for Social Media Streaming
  - Planning an irresistible Live Streaming Session

- Facebook Live Basics
- Facebook Live Session from your Smartphone
- Sharing our Facebook Live Sessions
- 3 ways to Reuse your Facebook Live Sessions
- YouTube Live Basics
- Running a YouTube Live from your Smartphone
- Instagram Live
- Periscope Live
- Introduction to OBS Broadcaster Software
- Setting up your OBS Software
- Using OBS Studio Mode
- Facebook Live Streaming with OBS
- YouTube Live Streaming with OBS
- Simultaneous Streaming to Facebook, YouTube and Periscope
- Other awesome software for Live Streaming
- Assignment Social Media Live Streaming
- Podcasting
  - Podcasting Intro
  - Podcasting Tools
  - Hosting Your Podcat with Libsyn
  - Submitting Podcast to iTunes
  - Validate Your Podcast Work
- Quora
  - Quora Basics
  - Finding, Answering and Optimizing Your Quora Answers
- Google Analytics
  - Setting Up Google Analytics
  - Navigating the Google Analytics Dashboard
  - Know Your Audience with Analytics
  - User Acquisition and Behavior Flow
  - See Where Visitors Click with Page Analytics
  - User Behavior and Site Speed
  - Setting Up Goals
- Google Plus (Social Media Marketing)
  - Welcome to Google plus
  - Whats the difference between Google Pages and Profile
  - Adding your Profile and Cover image
  - Adding your Contact info

- Adding links to your Website and Social Media
- Adding your Story
- Previewing the page
- Conclusion

## ➤ **Sales: Reading Body Language As A Sales Tool**

- Module 01: Getting Started
- Module 02: What's Your Face Saying?
- Module 03: What's Your Body Saying?
- Module 04: Mirroring and Leading
- Module 05: Monitoring Your Posture and Dressing Up
- Module 06: Shaking Hands

## ➤ **Marketing Masterclass**

- Module One: What is Marketing?
- Module Two: Common Marketing Types (I)
- Module Three: Common Marketing Types (II)
- Module Four: The Marketing Mix
- Module Five: Communicating the Right Way
- Module Six: Customer Communications
- Module Seven: Marketing Goals
- Module Eight: The Marketing Funnel
- Module Nine: Marketing Mistakes (I)
- Module Ten: Marketing Mistakes (II)



## ➤ Salesforce Heroku

### Unit 01: Course Introduction

- Module 01: Introduction
- Module 02: Course Objectives
- Module 03: About me
- Module 04: Platform Overview

### Unit 02: Heroku - Getting Started

- Module 01: Introduction & Architecture
- Module 02: App Management
- Module 03: Permissions
- Module 04: Pricing

### Unit 03: Heroku Elements

- Module 01: Introduction
- Module 02: Postgres SQL

### Unit 04: Heroku Pipelines

- Module 01: Introduction
- Module 02: Heroku Pipelines, Git & Architecture
- Module 03: Testing in Heroku Pipelines

### Unit 05: Salesforce Integration

- Module 01: Introduction to the section
- Module 02: Introduction to Salesforce
- Module 03: Heroku Connect – Introduction
- Module 04: Heroku Connect – Exercise
- Module 05: Heroku Connect – Challenge
- Module 06: Outbound Messages – Introduction
- Module 07: Outbound Messages – Exercise
- Module 08: Outbound Messages – Challenge
- Module 09: REST API – Introduction
- Module 10: REST API – Exercise



## ➤ Sales & Business Development Masterclass

### 1. Business Development Mastery Introduction

- Business Development Mastery Introduction
- The 4 Pillars of This Course

### 2. Business Development Foundation

- What Exactly is Business Development
- How To Create Your Business Development Plan
- The Top Business Development Strategies
- 5 Stages of Market Sophistication
- Understanding Organizational Hierarchy
- Defining Your Ideal Customer
- The Sales Process Overview
- Differences Between Goals, Objectives \_ Outcomes
- How To Properly Set Goals
- Cold Email Lead Generation System
- How To Find Companies To Email
- Where To Find Bulk Company Email Lists
- How To Hire Email List Providers on Upwork
- How To Find Leads on LinkedIn
- How To Find Anyone\_s Email
- How Setup Your CRM For Lead Tracking
- How To Write Emails That Convert

### 3. Creating Your Lead Generation System

- Cold Email Personalization Strategies
- Email Guidelines To Follow
- Best Questions To Ask With Emails
- Good Prospect vs Bad Prospect
- Best Email Responses

- Cold Email Templates That Generate Results
- How To Create a Business Email
- Email Automation Walkthrough
- How To Schedule Calendar Appointments
- Booking Software Walkthrough
- Secret Automated Email Follow Up Tool

#### 4. The Simple 4 Step Sales System

- The 4 Stages of a Sale
- The 9 Truths of Selling
- The 4 Step Sales System Questions
- The 4 Step Sales System Questions
- The 2 Types of Objections
- The Secret Weapon For Objections
- 2 Ways To Easily Overcome Objections
- Discovery Call Sales Script Walkthrough
- Sales Presentation Slides Walkthrough

#### 5. The Art and Science of Cold Calling

- The Psychology of Cold Calling
- 4 Step Cold Calling System
- Understanding The Meaning of Value
- How To Create Your USP
- How To Never Get Rejected
- How To Effectively Work With Gatekeepers

#### 6. Creating Your Direct Mail Strategy

- The 4 Step Direct Mail Strategy
- Where To Get Direct Mail Packages
- Biz Dev Sales Video LOUD

## ➤ Professional Marketing and Advertising Complete Online Course

1. Funnel Building For Massive Profits
  - 1.1. Intro to Funnel Building
  - 1.2. Funnel Building – Part 1
  - 1.3. Funnel Building – Part 2
  - 1.4. Funnel Building – Part 3
2. Lead Generation, Traffic & List Building
  - 2.1. Intro To Lead Generation
  - 2.2. Lead Gen – Lead Magnets
  - 2.3. Lead Gen – Landing Pages
  - 2.4. Lead Gen – Getting Traffic
3. LinkedIn Advertising
  - 3.1. Intro to LinkedIn Advertising
  - 3.2. LinkedIn Ads – Campaign Manager
  - 3.3. LinkedIn Ads – Creating ADS that SELL – Part 1
  - 3.4. LinkedIn Ads – Creating ADS that SELL – Part 2
4. How To Do Banner Advertising
  - 4.1. Intro to Banner Ads
  - 4.2. Banner Ads – Designing The Ad
  - 4.3. Banner Ads – Ad Campaign Goals
  - 4.4. Banner Ads – Setting Up & Running Campaigns
5. Twitter Ads For Fun & Profit
  - 5.1. Intro To Twitter Timeline Ads
  - 5.2. Twitter Ads – Campaign Objects & Details
  - 5.3. Twitter Ads – Ad Groups & Targeting
  - 5.4. Twitter Ads – Creating The Ad & Launching
6. Make Profits With Facebook Ads
  - 6.1. Intro to Facebook Newsfeed Ads
  - 6.2. Facebook Ads – Marketing Objectives
  - 6.3. Facebook Ads – Ad Targeting & Budgeting
  - 6.4. Facebook Ads – Creating The Ad
7. Search Ads – For Massive Profits
  - 7.1. Intro To Search Ads
  - 7.2. Facebook Ads – Marketing Objectives
  - 7.3. Search Ads – Ad – Groups & Keywords
  - 7.4. Search Ads – Creating & Monitoring Ads





## ➤ Affiliate Marketing Masterclass

### Section 1: Introduction

Unit 1: Welcome to the Course

### Section 2: Introduction to Affiliate Marketing

Unit 1: What is Affiliate Marketing

Unit 2: Why Affiliate Marketing is Beneficial to Companies

Unit 3: Benefits of Doing Affiliate Marketing

Unit 4: Why Affiliate Marketing is Awesome

### Section 3: Before You Begin with Affiliate Marketing

Unit 1: 3 Things to Do Before Starting

Unit 2: Understand Different Types of Affiliate Sites

Unit 3: Always Provide Affiliate Disclosure

### Section 4: Steps for Affiliate Marketing

Unit 1: Steps to Start Affiliate Marketing

Unit 2: Choose a Profitable Niche

Unit 3: Setup Your Website

### Section 5: Affiliate Marketing Compensation Model

Unit 1: Different Types of Compensation Model

Unit 2: What Are Void Affiliate Transactions

### Section 6: Finding & Applying to Affiliate programs

Unit 1: How to Find Affiliate Programs

Unit 2: Steps to Choose an Affiliate Program

Unit 3: Working with Affiliate Networks

Unit 4: Download the List of 50 Affiliate Programs & Networks

### Section 7: Create Content for Your Affiliate Marketing Website

Unit 1: Types of Articles You Can Write

Unit 2: What Are Keywords & How to Find Them

Unit 3: How to Write SEO Friendly Articles

Unit 4: Including Affiliate Links in Articles

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## Section 8: Strategies to Generate Traffic

Unit 1: Why Promoting Content is Important

Unit 2: Promoting with Social Media

Unit 3: Promoting through Pinterest

Unit 4: Using Q & A Forums

Unit 5: Running Paid Ads

Unit 6: Influencer Outreach Method

Unit 7: Using YouTube for Affiliate Marketing

## Section 9: Conclusion

### ➤ **SEO Masterclass**

#### Section 1: Introduction

- Unit 1: Introduction
- Unit 2: Course Overview

#### Section 2: SEO: Core Concepts

- Unit 1: What is SEO (Search Engine Optimisation)
- Unit 2: Types of SEO: Black Hat, Grey Hat & White Hat SEO
- Unit 3: How Search Engines Give Ranks: Crawling, Indexing & Ranking
- Unit 4: 2 Ways to Get Ranked on Search Engines

#### Section 3: On – Page Optimisation

- Unit 1: On Page SEO Explained
- Unit 2: On Page SEO Activities
- Unit 3: 4 Key Ranking Factors of On Page SEO
- Unit 4: Tools & Tips for Increasing Site Speed
- Unit 5: Using SEO Friendly Themes
- Unit 6: Increasing the Dwell Time & Decreasing Bounce Rate
- Unit 7: How to Make the URL SEO Friendly
- Unit 8: Long Form SEO Optimised Content
- Unit 9: Internal Linking
- Unit 10: Meta Title & Meta Description
- Unit 11: Optimising Images for SEO

- Unit 12: Outbound Links

#### Section 4: Keyword Research & Optimisation

- Unit 1: What Are Keywords & Why They Are Important
- Unit 2: Types of Keywords
- Unit 3: Which Type of Keywords You Should Choose
- Unit 4: Free Tools for Keyword Research & SEO
- Unit 5: Paid Tools for Keyword Research & SEO
- Unit 6: 2 Metrics to Check Before Choosing Content
- Unit 7: Steps for Keyword Research
- Unit 8: What is Keyword Stuffing?

#### Section 5: SEO Content Writing

- Unit 1: Write SEO Optimised Title
- Unit 2: 6 Hacks to Write Attractive Headlines
- Unit 3: Keyword Placement For SEO
- Unit 4: Steps to Write Content & Optimise It for Search Engines

#### Section 6: Off Page SEO

- Unit 1: What Is Off Page Optimisation
- Unit 2: Link Building – 1st Factor of Off Page SEO
- Unit 3: 3 Methods to Get Backlinks
- Unit 4: Method 1: Guest Posting for Link Building
- Unit 5: Method 2: Building Relations with Experts
- Unit 6: Method 3: Getting Backlinks from Round Up Post
- Unit 7: Social Media Marketing – 2nd Factor of Off Page SEO
  
- Section 7: Conclusion

### ➤ **Professional Copywriter - Level 4**

- Module 1: Introduction to Copywriting
- Module 2: Basics of Copywriting
- Module 3: Eye-Catching Headlines
- Module 4: Attention-Grabbing Advertisements

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- Module 5: Essential Copywriting Skills
  - Module 6: Online Copywriting
  - Module 7: Press Related Copywriting
  - Module 8: Print Media Copywriting
  - Module 9: Copywriting for Mainstream Media
  - Module 10: Copywriting for Other Media
  - Module 11: How to Write Better Copy
  - Module 12: Final Tips

## ➤ Digital Marketing Strategies for Business Owners

### Section 01 - Building a Sales Funnel


- Getting Started to Generating Traffic      FREE
- Crating a Front end offer
- Creating an Upsell (or 1 time offer)
- Creating a Downsell
- Creating a 2nd and 3rd Upsell
- Creating a Backend Offer
- Sales Funnel (case study)
- How To Write Buyer Follow-Up Emails
- Setting Up Your Sales Funnel On JVZoo

### Section 02 - Building a Blog

- Introduction to Blogging
- Choosing a Blogging Niche
- Content is King
- Adding Video and Images
- Social Media
- Important Pages

### Section 03 - Interview Content

- Conversation Content
- Value

- 
- Guest
  - Repurpose
  - Conducting Interviews
  - After the Interview

#### Section 04 - Social Media Marketing

- Introduction to Social Media
- Social Media Best Practices
- Twitter
- Pinterest
- Facebook
- Instagram
- LinkedIn
- Google Plus
- YouTube
- Live Streaming
- Conclusion to Social Media

#### Section 05 - Affiliate Marketing

- Introduction to Affiliate Marketing
- Getting Started with Content Marketing
- Getting Started with Affiliate Marketing Strategies
- Getting Started with Website Marketing Strategies
- Getting Started Building an Email List

#### Section 06 - Clickbank

- Clickbank Gravity Score
- Clickbank Vendor Sales Pages
- Clickbank Commissions and Continuity

#### Section 07 - Email Marketing

- Introduction
- Challenges of Email Marketing
- Content Marketing
- Valuable Content
- Email Standards
- Email Spam Filter
- Keep Email Clean

- Lead Generation
- AIDA
- Conclusion to Email
- Email Marketing (final)

#### Section 08 - Building a Podcast

- Podcasting
- Hardware and Software
- Hardware
- Software
- Preparing a Podcast
- Podcast Outline
- Recording
- Publishing the Podcast
- Marketing Tips
- Podcasting (full)

#### Section 09 - Branding

- Branding
- Mission Statement
- Logo
- Promotion
- Delivering
- Success

### ➤ **Retargeting Ads Guide - How Retargeting Works**

#### Module 01: Welcome and Introduction

- ❑ Welcome to the retargeting ad masterclass (plus a sneak preview) ... Don't Skip!
- ❑ What is remarketing and retargeting? Defining our objectives and purpose

#### Module 02: The Digital Advertising Ecosystem: Understanding How Retargeting Works

- ❑ The Digital Advertising Ecosystem Part 1
- ❑ The Digital Advertising Ecosystem Part 2
- ❑ Understanding Ad Exchanges And How They Work

- ❑ What Remarketing Looks Like On The Inside

### Module 03: Developing Your Remarketing and Retargeting Strategies

- ❑ Audiences and Segments: The Foundation Of Your Remarketing Strategy
- ❑ Understanding Intent Signals and Visitor Engagement
- ❑ Behavioural Characteristics – The Composition Of Your Segments
- ❑ Combining Characteristics – Infinite Possibilities!
- ❑ Characteristics That Matter To You ... Your First Assignment

### Module 04: Planning Your Retargeting Campaigns Like A Pro

- ❑ Funnel Based Segmentation – Funnel Mapping
- ❑ Funnel Based Segmentation – Using The Funnel To Develop Your Lists
- ❑ Using Your Website To Plan Your Remarketing Lists
- ❑ Mapping Your Ad Groups Using Your Lists and Values (Part 1)
- ❑ Mapping Your Ad Groups Using Your Lists and Values (Part 2)

### Module 05: Using Google Analytics To Develop and Build Your Audience Segments

- ❑ Introduction To The Google Analytics Tag
- ❑ Logging In To Google Analytics Account & Retrieving Your Analytics Tracking Tag
  
- ❑ Adding Your Google Analytics Tag To Your Website And Verifying That It's Working

### Module 06: Tips, Tricks & Shortcuts Using Google Tag Manager as Your Tag Management System

- ❑ The Benefits Of Using Google Tag Manager
- ❑ Signing Into Your Google Tag Manager Account
- ❑ Adding Your Basic Google Analytics Tag Through Google Tag Manager
- ❑ Setting Up Custom Button and Link Click Tracking In Google Tag Manager
- ❑ Adding Page-Level Scroll Depth Tracking In Google Tag Manager
- ❑ Adding Custom User Engagement Timers In Google Tag Manager
- ❑ Adding Google Adwords Conversion Tracking Through Google Tag Manager
- ❑ Setting Up Your Google AdWords Remarketing Tag Using Google Tag Manager

## Module 07: Building Your Remarketing Audiences In Your Google Analytics Account

- ❑ Linking Your Google AdWords and Google Analytics Accounts
- ❑ Introduction To The Google Analytics Audience Builder
- ❑ Building Remarketing Audiences In Google Analytics Based On URL Attributes
- ❑ Developing Remarketing Audiences Using Your AdWords Campaigns and AdWords Data
- ❑ Setting Up Sequences In The Google Analytics Audience Builder Using AdWords Campaigns Final
- ❑ Setting Up Goal-Based Remarketing Audiences In Google Analytics
- ❑ Setting Up Event-Based Audiences Using The Google Analytics Display Builder
- ❑ Importing Remarketing Audiences From The Google Analytics Solutions Gallery
- ❑ Data Drilldown- Using Affinity Categories To Enhance Your Remarketing Campaigns
- ❑ Data Drilldown – Using In-Market Segments To Enhance Your Remarketing Audiences

## Module 08: Introduction To Configuring Your Remarketing Campaigns In Google AdWords

- ❑ How Google Analytics and AdWords Talk To Each Other
- ❑ Importing Google Analytics Goals into AdWords For Conversion Tracking
- ❑ Viewing and Analysing Google Analytics Remarketing Audiences in Google AdWords

## Module 09: Using The Google AdWords Audience Builder To Build Your Retargeting Audiences

- ❑ Introduction To Building Retargeting Ads Lists In Google AdWords
- ❑ Building and Configuring New Retargeting ads lists inside Google AdWords
- ❑ Using Custom Combinations To Effectively Sculpt Your Retargeting Ads Traffic

## ➤ Customer Service

### 1. Understanding Customer Service

- Understanding Customer Service
- Identifying Customer Expectations



- Providing Excellent Customer Service

2.Focusing on the Customer

3.Customer Service and the Telephone

4.Handling Complaints

5.Enduring Stress

## ➤ **SAP Controlling (CO) - Product Costing with S4HANA**

Section 1: Introduction

- Unit 1: Introduction to the Course
- Unit 2: Introduction to Product Costing
- Unit 3: Scenario for Product Costing

Section 2: Material Master Data and Pricing Controls

- Unit 1: Create Material Master Data; Introduction to MAV, Standard Price and Planned Price

Section 3: BoM, Activities and Routing

- Unit 1: Introduction to Bill of Materials, Activities, Routing and Overheads
- Unit 2: Introduction to Activity Type Price Planning
- Unit 3: Configuration of Bill of Materials
- Unit 4: Configuration for Activity Types and Creation of Secondary CE in S4HANA
- Unit 5: Configuration for cost element input planning
- Unit 6: Configuration for Activity type price planning
- Unit 7: Activity price calculation

Section 4: Overheads in Costing

- Unit 1: Configuration for Overhead Management
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