



The Ultimate Guide for Digital Marketing Roadmap

The best marketing doesn't
feel like marketing

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01

Digital Marketing

What is? How to Start?
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What is Digital Marketing

Digital Marketing is promoting products or services or ideas in a electronic device using Internet.

Content

Internet

Electronic Device

If one of the above is missing it will be a Traditional Marketing.



How to start Digital Marketing

Here are 5 crucial point that should consider right now to start a Digital Marketing career:

- 1) Make your own website;
- 2) Create unique content;
- 3) Do SEO of your web content to Rank on SERP;
- 4) Focus on Social Media to get social signals;
- 5) Apply Google Adsense and Affiliate marketing.



When to start Digital Marketing

If you start today you could get more experience than who join tomorrow.

This is the most competitive industry due to its simplicity and transparency.

So, A good guideline with regular practice from today is the probability of your success.





02

Benefits & Features

A Case Study. A blessing for new digital marketer.

A Case Study

**Product/
Technology**

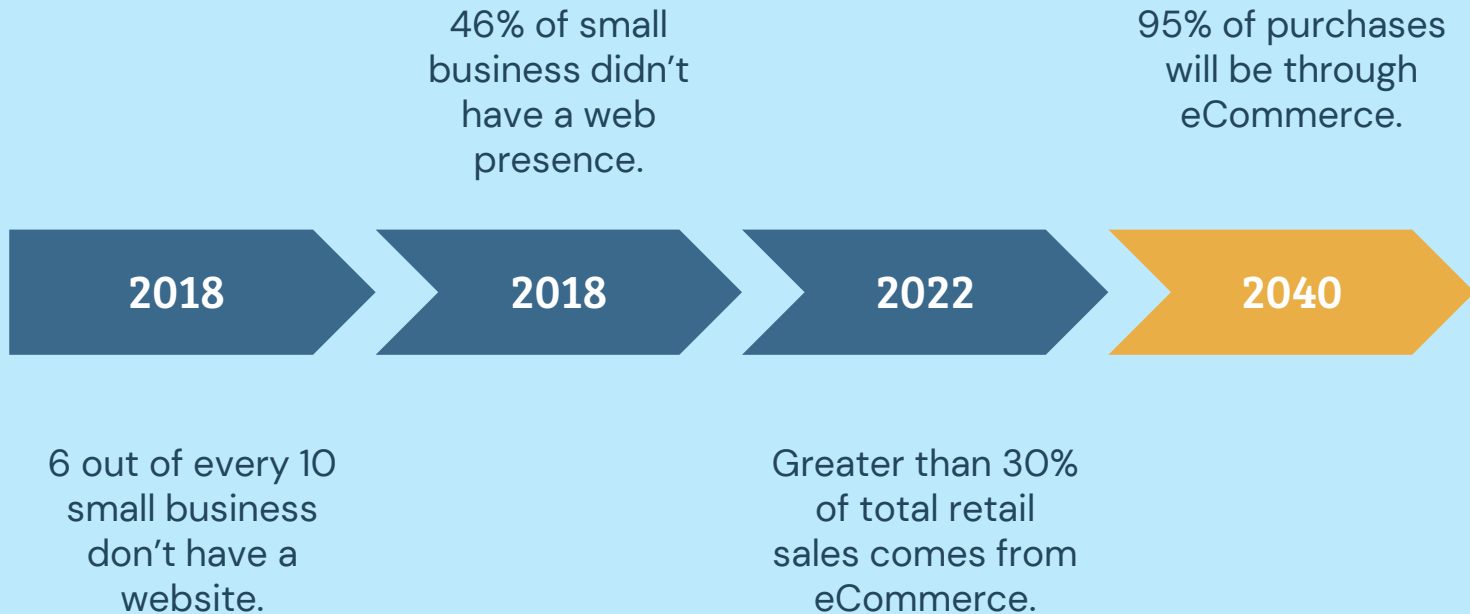


**Hit 50
million user**

Automobiles	62 Years
Telephone	50 Years
Television	22 Years
Computers	14 Years
Mobile Phones	12 Years
Internet	7 Years
Facebook	4 Years
We Chat	1 Years
Pokémon Go	19 Days



A Blessing for New Digital Marketer



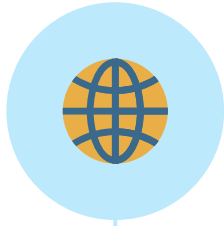


03

Elements & Uses

SEO, SMM, CPA, Content
Writing, Monetization.

Core Part of Digital Marketing



SEO

Search Engine
Optimization



SMM

Social Media
Marketing



Affiliate

Affiliate
Marketing



Content

Content
Creation

SEO

On-Page SEO

Practice of Optimizing
Web Pages

Off-Page SEO

Action taken outside
of your own website

Technical SEO

Server optimization
for Crawl and Index



SMM

Social Networking

Facebook, LinkedIn

Microblogging

Twitter, Tumblr

Photo Sharing

Instagram, Pinterest

Video Sharing

YouTube, Facebook Live



Affiliate

Unatched

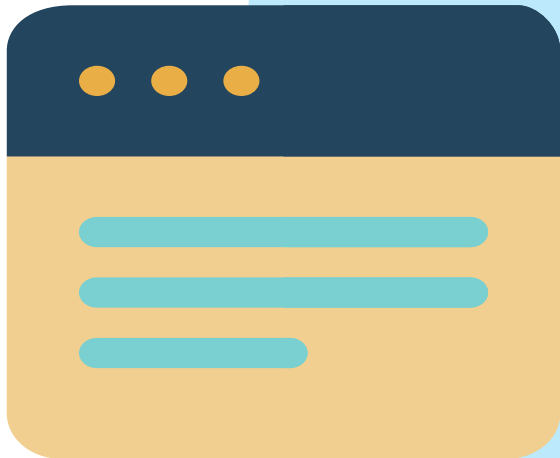
Pay Per Click Affiliate
Marketing

Related

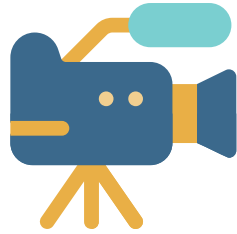
Placing related niche
affiliate links

Involved

Recommended
Resources like Amazon



Content



Writing/Blog

Process of planning, writing and editing

Infographics

A clip of information and graphics

Motiongraphics

Pieces of animation or digital footage

Video/Vlog

Capturing moving images on electronic media

Monetization/ Partnership



WebMonetization Google AdSense

Permission for placing
google ads on your
web pages



Facebook Monetization

Permit of Placing
Facebook Ads on your
Video and Article



YouTube Monetization

Permission of placing
Video Ads on your
YouTube Channel



04

Target & Goal

Active Earning, Passive Earning.

Active Earning



Job Market

Be an Employee of a Local or International Company, Agency etc.



Market Place

Be a Freelancer and received income for performing a service.

Passive Earning



Google AdSense

Mercury is the closest planet to the Sun



FB Ads Monetization

It's the biggest planet in the Solar System



FB Instant Article

Despite being red, Mars is a cold place



YouTube Monetization

It's the farthest planet from the Sun



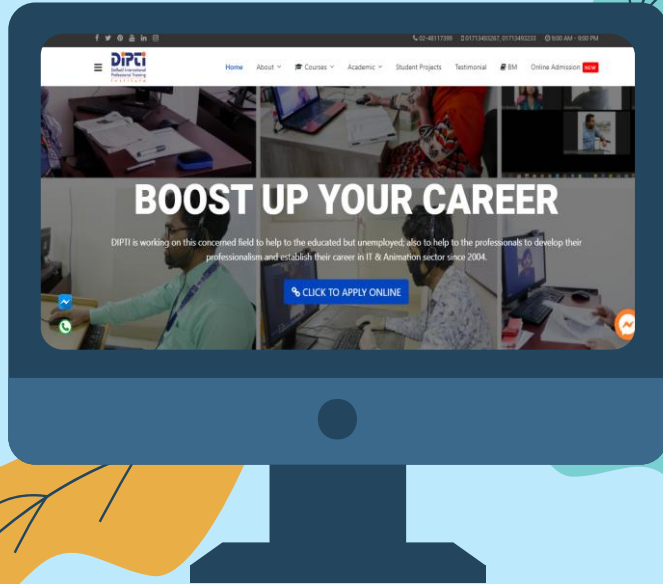
Amazon Affiliate

Venus is the second planet from the Sun



Brand Collabs

Saturn is the ringed one and a gas giant



Our Website!

<http://dipti.com.bd/>

Get in Touch with Us!

Do you have any questions?

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Thank you for participating.

Floor is open. Question-Answer Session.



Resources

<https://www.visualcapitalist.com/how-long-does-it-take-to-hit-50-million-users/>

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<https://www.investopedia.com/terms/a/activeincome.asp/>

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