



# WE ARE DIGITAL MARKETING AGENCY

Established in the year 2020, we always strive to provide the best service to our clients to their requirements with great commitment and dedication.



**PROFESSIONAL  
TEAM & STAFF**



**WORKING WITH  
PASSION**



**24/7 ONLINE  
SUPPORT**



## OUR MISSION

As a professional team, our primary mission is to provide the best marketing experience to our clients with the best results.



## OUR STRATEGY

We do a deep analysis of the requirements that are needed by our clients and come up with the best possible outcomes to get the job done quickly and smoothly.



## OUR VALUES

- Committed to delivering the best
- Honest and transparent services
- We care for your business just like us





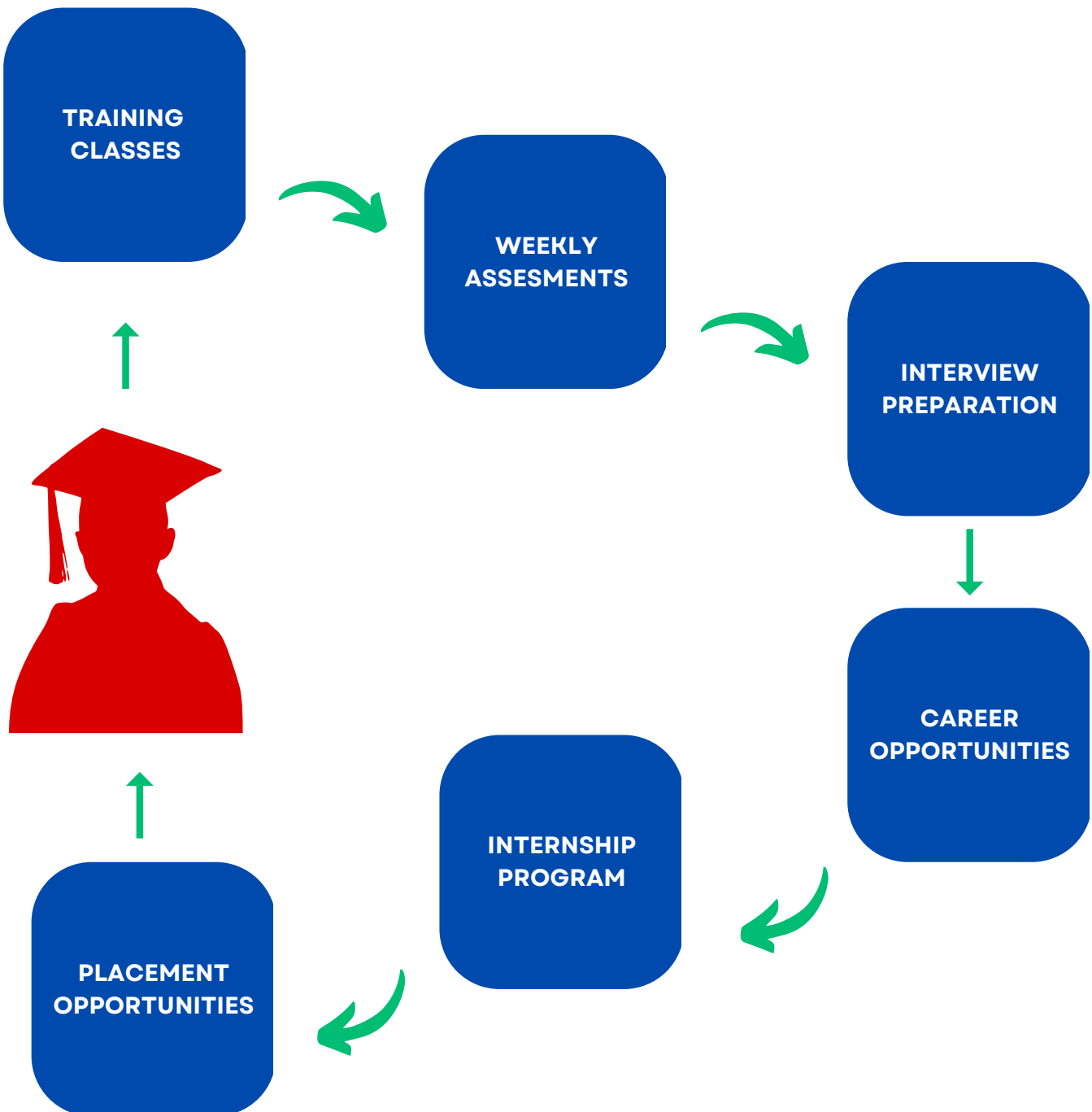
# WHY CHOOSE US

Established in the year 2022, it is one of the pre-eminent Marketing and Advertising agencies in town. It is known for its integration of Modern Marketing and Digital Transformation Management.

Magma Digital Solutions has served more than 20+ business industries in town, providing them with the best services. We believe in producing effective results and by skillful approach toward the problems or requirements that are needed by the client. Trust is the main ingredient that we focus on gaining whenever we take up a project or give a presentation to our client, cause trust makes people understand each other better and achieve goals together.

Learning is earning. As a team, we always educate ourselves about the transformations done in the industry of marketing. We always work smart and hard to stand tall among our competitors in the industry. We focus on designing the best planning and execution plans according to the industry.

# How this Program Works



# PROGRAM CURRICULUM

## INTRODUCTION TO DIGITAL MARKETING

- INTRODUCTION
- WHAT IS A WEBSITE
- TYPES OF WEBSITE PLATFORMS
- WHAT IS A DOMAIN
- WHAT IS A HOSTING SERVER
- CONNECTING DOMAIN TO HOSTING
- HOW TO BUY A DOMAIN
- HOW TO BUY HOSTING
- CONNECTING NAME SERVERS WITH DOMAIN

## WEBSITE DESIGNING

- PLATFORMS TO DESIGN WEBSITE
- WORDPRESS INSTALLATION
- ADMIN PANEL
- THEME INSTALLATION
- WEBSITE LAYOUT
- PAGE DESIGNS AND PLUGINS
- BLOG WRITING

# PROGRAM CURRICULUM

## GOOGLE ADS/ADWORDS

- INTRO TO GOOGLE ADS
- TYPE OF ADS
- BID STRATEGIES (INTRO)
- HIERARCHY OF GOOGLE ADS
- KEYWORD MATCH TYPE
- KEYWORD PLANNER
- AD POSITION AND QUALITY SCORE
- SEARCH NETWORK AD
- AD EXTENSIONS
- BID STRATEGY
- DISPLAY NETWORK TARGETTING OPTIONS
- REMARKETING
- REPORTING AND ANALYTICS
- GOOGLE ADS CERTIFICATION

## SOCIAL MEDIA MARKETING

- INTRODUCTION
- SOCIAL MEDIA CHANNELS
- FACEBOOK MARKETING
- DISTINGUISH BETWEEN PROFILE, BUSINESS PAGE, AND SPONSORED ADS
- ACCOUNT CREATION
- BUSINESS PAGE CREATION
- HOW TO ASSIGN ROLES
- HOW TO CREATE A POST
- HOW TO CONNECT TO INSTAGRAM
- REPORTING AND ANALYTICS

# PROGRAM CURRICULUM

## INSTAGRAM MARKETING

- INTRODUCTION TO INSTAGRAM
- DISTINGUISH BETWEEN PROFILE, BUSINESS PAGE, AND SPONSORED ADS
- ACCOUNT CREATION
- BUSINESS PAGE CREATION
- HOW TO ASSIGN ROLES
- HOW TO CREATE A POST
- HIERARCHY OF AN INSTAGRAM AD
- HOW TO CREATE AN AD
- HOW TO CAPTURE LEADS
- REPORTING AND ANALYTICS

## LINKEDIN MARKETING

- INTRODUCTION
- LINKEDIN PROFILE SETUP
- LINKEDIN FUNCTIONALITY
- CREATING LINKEDIN CONTENT
- LINKEDIN BUSINESS PAGE
- LINKEDIN GROUP
- LINKEDIN AD CAMPAIGNS
- LINKEDIN ANALYTICS

# PROGRAM CURRICULUM

## YOUTUBE MARKETING

- CHANNEL CREATION
- CUSTOMIZING THE CHANNEL
- GUIDELINES FOR CUSTOM URL
- CHANNEL VERIFICATION
- VERIFICATION PROCESS
- DEFAULT SETUP
- UPLOADING VIDEOS
- END SCREEN OR CARDS
- REPORTS
- MONETIZATION

## EMAIL MARKETING

- WHAT IS EMAIL MARKETING
- EMAIL MARKETING SETUP
- BENEFITS OF EMAIL MARKETING
- A/B TESTING
- OPTIMIZE YOUR EMAIL ACCOUNT
- TYPES OF YOUR EMAIL CAMPAIGNS
- HOW TO ENGAGE WITH YOUR NEW SUBSCRIBERS
- MAIL CHIMP TUTORIAL
- INTERVIEW Q&A

# PROGRAM CURRICULUM

## TWITTER MARKETING

- INTRODUCTION
- CREATE AND OPTIMIZE TWITTER ACCOUNT
- HOW TO DO UPLOADS
- HOW AND WHY TO RETWEET
- TWITTER ADS
- TWITTER ADS MANAGER

## SEARCH ENGINE OPTIMIZATION

- WHAT IS SEO
- WHAT IS SERP
- HOW SEARCH ENGINE WORKS
- KEYWORD RESEARCH
- GOOGLE UPDATES
- SEO PROCESS
- BUSINESS ANALYSIS
- KEYWORD ANALYSIS
- KEYWORD PLANNER
- COMPETITION ANALYSIS
- WEB POSITION ANALYSIS
- ON PAGE OPTIMIZATION
- SERVER SIDE OPTIMIZATION
- REDIRECTION
- SEARCH CONSOLE OR WEBMASTER TOOLS
- WEBSITE OWNERSHIP VERIFICATION
- OFF PAGE/BACKLINKING





**MAGMA**  
**DIGITAL SOLUTIONS**