

# DIGITAL MEDIA STRATEGY AND PLANNING

## PROGRAM CURRICULUM



## Here's What You Get From The Mentorship Program



**70 Hrs DMSP  
Training**



**6 Hrs One to One  
Consultation**



**6 Months  
Implementation Support**



**Certification From  
Digitechniks for DMSP,  
CWMM, FBMM**



**10+ Strategy  
Templates**

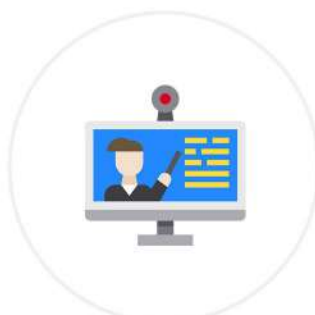


**Lifetime Refreshment Program  
& Lifetime Access**

## Add on Bonuses



**Facebook Messenger  
Mastery Automation -  
Recordings & Live Q&A**



**Copywriting Mastery  
- Recordings &  
Live Q&A**



**Search Engine Mentorship  
Program - Recordings**

## Digital Media Strategy and Planning Mentorship program

The main objective of this program is to create the right Digital Media Strategy and teach you the implementation techniques that produce consistent positive ROI & Revenue. We teach you how to effectively grow & scale your business by leveraging the power of various Digital Media platforms.

Lesson	Title	Description
1	Know Your Business	Understanding of your business, your market, and your clients – and most importantly, turn this understanding into powerful marketing tools you can use to drive a massive traffic, boost conversions, and increase sales.
2	Competitor Analysis	Analysing competitors makes it possible to understand what's working for them & what isn't. We dive into tools & strategies that are used for high level competitor analysis
3	Building Magnetic Marketing Funnel	Learn how to create a six step Marketing funnel to generate leads and acquire customers on autopilot
4	One on One Consultation With Sharan Kulkarni	Sharan Will Provide you the Digital Media Plan and the end to end Sales Process
5	Online Systems and Automation Plan	Understand the Systems and Automation requirements for you to win in the Digital World



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Lesson	Title	Description
6	Website and Landing Page Planning	Learn how to plan your high Converting landing pages and website
7	Landing Page Development & Essentials Codes & Retargeting Setup	Learn How to create Landing Pages and install the essential tracking codes in the website and Landing Pages
8	Email, Messenger and Whatsapp integration	Learn How to integrate Email Marketing, Messenger and Whatsapp Tools to your website and Landing Pages
9	Website Sanity Check and On Page Optimisation	Learn How to Optimise the Website for attracting Search Engine Crawlers
10	Search Engine Strategy and Planning	Learn How to Plan, Strategise and budget your Search Engine Marketing Platforms

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11	One on One Consultation With Sharan Kulkarni	Sharan will provide Customised SEO and SEM strategies, Plus Access to 30 Hrs training on SEO and Google Ads Certification Training
12	Google Analytics	Learn how to setup and read analytical Data to optimise your Digital Marketing Campaigns
13	Social Media Strategy and Planning	Learn How to Plan, Strategise and budget your Social Media Marketing Platforms
14	Social Media Accounts Setup	Profiles, Business Managers and Ad Accounts Setup
15	Content Marketing Strategies to Convert Contacts to contracts	Learn how to leverage the power of content and gain traction out of it. This includes written SEO content (blogs, articles), audio & video content. We will share the psychology behind content creation,



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16	<a href="#">6 Month Content Calendar plan</a>	Learn how to create a content calendar for all your posts across various SMM channels. This makes it possible to automate and scale your Social media game plan.
17	<a href="#">Personal Branding</a>	Learn How to build a personal brand and how to build a business around your personal brand
18	<a href="#">Facebook and Instagram Ads Mastery</a>	Learn how to setup your lead generation, engagement and retargeting campaigns on Facebook and Instagram
19	<a href="#">Linkedin Ads Mastery</a>	Learn how to setup your lead generation, engagement and retargeting campaigns on LinkedIn
20	<a href="#">Youtube Masterclass</a>	Learn How to grow your Business using the power of youtube

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21	<a href="#">Instagram Masterclass</a>	Learn How to grow your Business using the power of Instagram
22	<a href="#">Setting Up Business Aspiration Goals</a>	Learn how to set your business aspiration goals by understanding the Aspirations of your target customers
23	<a href="#">Email Marketing Automation Strategies</a>	Learn the different types of email campaigns, how to generate ideas for email content and the things to keep in mind before starting an email campaign
24	<a href="#">Messenger Automation Strategies</a>	Learn how to convert conversations into conversions by using the power of messenger
25	<a href="#">Digital Media Strategy Formulation and Digital Media Road Map</a>	Find the best way to formulate Digital Media strategy and to craft the best digital media roadmap to follow for your business.

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26	Digital Media Budget Forecasting	Learn how to allocate the right budgets for your Digital Marketing campaigns
27	Digital Media Reporting and Analysis	Learn how to draft Digital Media reports and how to analyse them for setting future goals for the business
28	One on One Consultation	Go to Market Strategy and Budgeting