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Social Media & Digital Marketing 101

Module 1 Online Lead Generation

- Intro to Social Media Digital Marketing
- Online Lead Generation prt1
- Online Lead Generation prt2
- Lead Examples
- Live Streaming Video for Leads
- Lead Generation
- Using Your Customers
- Be Ready

Module 2 Facebook, LinkedIn, and YouTube 101

- Create a Facebook Business Page
- Facebook Setup
- Marketing in Facebook Groups
- Messenger Bots
- More on Messenger
- Facebook Video using InShot
- Repurposing
- Setting Up LinkedIn Profile
- Benefits of YouTube

Module 3 List Building & Email Marketing

- Email List prt1
- Email List prt2
- MailChimp prt1
- MailChimp prt2
- Email Content Ideas
- Email summary

Module 4 Creating Social Media Content and Marketing Materials with Canva and other Apps

- Canva Image Creation
- Making a video with your phone
- InShot video
- Purpose Video Marketing
- Transcribing Video
- Word Swag

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Instagram prt1
Instagram prt2
Instagram prt3

Module 5 Sales Funnels

Click Funnel prt1
Click Funnel prt2
Funnel Building prt1
Funnel Building prt2

Module 6 Apps & Tools Review

Social Media apps
Podcasting
Customer Value Letter
Tips and Tricks
Fiverr
Outro