

# Digital Branding content

## Module 1:

- Overview on Digital Branding and different channels for effective Digital Branding
- Customer Segmentation, Niche Market, Market Research, Building Marketing and Sales Funnels
- Process of Brand Creation among customers
- Creation of Marketing Content on Canva
- Customer behavior, Early adopters and Market potential

## Module 2:

- Establishment of Customer Journey towards business
- Setting up the WhatsApp Business account and catalogue creation
- Creation of Google listings and increase the rate of discovery on Google
- Business Promotion planning, Meta (Facebook) Business Suite
- Budgeting and Evaluating the Marketing activities