

- **Introduction**

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- **LinkedIn Social Media Marketing**

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- **Social Media Marketing**

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- **Creating targeted ad campaigns**

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- **Digital Media Vs. Traditional Media**

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- **Understanding Marketing Strategies**

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- **Social Media Campaigns – What's New – What's Hot**

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- **Research keywords**

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- **Google AdWords Express**

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Social media account setup with tools

- **Search Engine and History**

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- **On-page Optimization For SEO**

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- **Off-page Optimization For SEO**

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