- https://maksymzakharko.com/digital-marketing-roadmap/
- https://twitter.com/maksymzakharko/
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Since 2015, I`ve learned a lot in the digital marketing field and found for myself that it`s quite difficult to find information on how and what to learn in digital marketing. I`ve spent a lot of time searching for information. So I decided to gather everything I`ve learned during this period and put it in one place, so you can save your time.

In the Digital Marketing Roadmap, you can see what I`ve learned and learn all topics in an easy way: just Google your chosen topic. I hope this digital marketing roadmap will save you time and help you learn digital marketing.

If you use this file on your website, I would be grateful if you link to the original source (I`ve added links to my website within the document); hence, it took me some time to create this digital marketing roadmap:)

From time to time, this file may be updated, so you can check the live version on my website: https://maksymzakharko.com/digital-marketing-roadmap/

If you notice any errors or propositions or would like to network, you can contact me on LinkedIn or Twitter. Hope you will find something useful for you

Maksym Zakharko

Navigation

In the Legend table you can see topics that are covered in roadmap. Just scroll to topic that you are interested in (main topics have colored dots) 👇

Legend

- Marketing Basics
- Digital Marketing
- Basics Of Psychology
- Basics of Statistics for Digital Marketing
- Basics Of Programming for Di...
- Basics Of Design
- Basics of Sociology for Digital Marketing
- Basics of Copywriting
- Basics of Economics
- Basics of Law
- Basics of Management
- Basic of Sales

List of Topics that are covered in Digital Marketing Roadmap:

1. Marketing Basics: Understanding the fundamentals of marketing is essential for a digital marketer as it provides a solid foundation for creating effective strategies, targeting the right audience, and achieving business objectives.

2. Digital Marketing: Digital marketing is a key component of modern marketing strategies. Learning about digital marketing techniques, tools, and channels is crucial for reaching and engaging with online audiences effectively.

3. Basics of Psychology: Psychology plays a significant role in understanding consumer behavior, motivations, and decision-making processes. By grasping psychological principles, digital marketers can tailor their campaigns to resonate with their target audience and drive desired actions.

4. Basics of Statistics: Data-driven decision-making is critical in digital marketing. Knowledge of statistics helps digital marketers analyze and interpret data, measure campaign performance, identify trends, and optimize strategies for better results.

5. Basics Of Programming for Digital Marketing: Basic programming skills equip digital marketers with the ability to understand and manipulate website elements, troubleshoot technical issues, and implement tracking codes. It facilitates effective collaboration with developers and ensures smooth implementation of marketing strategies.

6. Basics of Design: Good design is essential for creating visually appealing and user-friendly digital assets, such as websites, graphics, and ads. Understanding design principles helps digital marketers create impactful visuals that grab attention and enhance the user experience.

7. Basics of Sociology: Sociological knowledge provides insights into social trends, cultural influences, and consumer behavior within different communities. Digital marketers who understand sociological factors can create more targeted and relevant campaigns that resonate with specific groups.

8. Basics of Copywriting: Effective copywriting is crucial for crafting persuasive messages that engage and convert audiences. By learning the basics of copywriting, digital marketers can create compelling content that drives action and achieves marketing goals.

9. Basics of Economics: Understanding economic principles helps digital marketers analyze market trends, pricing strategies, and consumer demand. This knowledge enables them to make informed decisions and optimize marketing campaigns for maximum ROI.

10. Basics of Law: Complying with legal regulations and ethical guidelines is essential in digital marketing. A basic understanding of legal principles ensures that digital marketers operate within the boundaries of the law while safeguarding consumer rights and privacy.

11. Basics of Management: Digital marketers often work in teams or manage marketing projects. Learning management skills helps marketers effectively plan, coordinate, and execute campaigns, ensuring smooth operations and successful outcomes.

12. Basics of Sales: Digital marketing ultimately aims to drive conversions and generate sales. Understanding sales techniques and principles enables digital marketers to create persuasive strategies that guide customers through the sales funnel and achieve revenue goals.

Mastering these fundamental topics equips digital marketers with a well-rounded skill set, enabling them to develop holistic marketing strategies and achieve success in the ever-evolving digital landscape.

Digital Marketing Roadmap

Marketing Basics

- Consumer Behaviour
  - Marketing Persona
  - Customer Journey
    - Offline Marketing
    - Online Marketing
    - Omni-channel
    - Multi-channel
- Market Research
  - Competitive Research
  - Quantitative Research
  - Qualitive Research
- Marketing Strategy
  - Analysis
  - Goals
  - Market Segmentation
    - B2B
    - B2C
  - Forecasting
  - Targeting
    - Personalization
    - Segmentation
  - Budget Allocation
  - Execution
  - Analysis
- Marketing Positioning
  - Brand
  - Product
- Marketing Channels
  - Gained
  - Owned
  - Earned
- Marketing Distributions
  - Retail (DTC - direct to consumer)
  - Wholesale
  - Marketplaces
  - Distrobutions
- Marketing Methods
  - Inbound
  - Outbound
- Marketing Communications
  - Advertising
  - Direct Marketing
  - Public Relations
  - Sales and Promotion
- Customer Acquisition channels
  - Online
  - Offline
- Marketing Models
  - 5 Ps Marketing Mix
  - 7 Ps of Marketing
  - AIDA
  - RACE
  - USP
  - BCG Matrix
  - Brand Positioning Map
  - Customer Lifetime Value
  - Loyalty Ladder
  - PESTLE
  - Porters 5 Forces
  - SOSTAC®
  - SWOT
  - Ansoff Matrix Analysis
  - McKinsey 7S Framework
  - STP Framework
  - Hook Model
  - AARRR Model
  - BANT Framework
  - Product Life Cycle Theory
  - Innovation Adoption Lifecycle
  - Maslows Hirearchy of Needs
  - Sineks Golden Circle
  - AMEC Integrated Evaluation Framework
  - PESO Marketing Model
  - Diffusion of Innovation
  - HADI Cycles
- Funnels
  - TOFU
  - MOFU
  - BOFU
- Marketing Metrics
  - Financial
  - Sales
  - Customer
  - Engagement
  - Brand Awareness
  - Perfomance
- Customer Relationship Management
  - Acquisition
  - Segmentation
  - Personalization
  - Loyalty
  - Retention
  - Referral
  - Customer Service as Part of Marketing

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Digital Marketing

- SEO
  - On-Site
    - Site Content
      - Quality Content
        - Appropriate Text Structure
        - Usage Of Tables, Lists, Infographics, etc.
      - URL Structure
      - Title Tags
      - Meta Descriptions
      - Headings
    - Keyword Optimization
      - Keywords Clustering
      - Keyword Placement
      - Keyword Density
    - Internal Linking
    - External Linking
    - Technical SEO
      - Page speed
      - Site Structure
      - Sitemaps
      - Structured Data
      - Canonicalization
      - UX
      - Image Opmization
        - Alt Tags
        - Image name
        - Weight Optimization
  - Off-Site
    - Link Building
    - Content Marketing
    - Social media
    - Local SEO
      - Google My Business & Similar
      - Citations
    - Influencer Marketing
    - Public Relations
    - Guest Posting
    - Brand Mentions
    - Podcasts
    - Reviews
    - Events
- Content Marketing
  - Content Strategy
    - Audience Research
    - Market Research
    - Competitive Research
  - Content Creation
    - Blog Posts
    - Guest Posting
    - Social Media
    - Video
    - Infographics
    - Podcasts
    - News & Press Releases
    - eBooks
    - Case Studies
    - Checklists
    - Guides, How-To`s
    - Memes
    - White Papers
    - Workshops
    - Webinars
    - Courses
    - Wikis/ Knowledge Base
    - Conferences/ Meetups
    - Live
    - Reports
    - Q&A Sessions
  - Content Distribution
    - Blog/ Website
    - Social Media
    - Influencer Marketing
    - Live Streams
    - Guest Posts
    - Forums
    - Paid Promotion
      - PR Publications
      - Influencers
      - Collaboration
      - Advertising
      - Newsletters Collaboration
    - Newsletters
- Social Media
  - Explore Platforms
    - Facebook
    - Instagram
    - Twitter
    - TikTok
    - YouTube
    - Discord
    - LinkedIn
    - Snapchat
    - Pinterest
    - Reddit
    - Quora
    - Discord
    - Twitch
    - Other*
      - Asian Market
      - Eastern Europe
  - Choose Right Platform
    - Platform Algorithms
    - Gain Followers
    - Reach
  - Audience Research
  - Content Creation
  - Goals And Planning
    - Follwers Acqusition
    - Followers Interaction
    - Reach
- ChatBots
  - Types
    - Rule Based
    - AI Powered
  - Design and Development
    - User Experience
    - Platforms and Tools
      - Dialogflow
      - Manychat
      - Microsoft Bot Framework
      - Other
    - Flow
  - Integration
    - Facebook Messenger
    - Whatsapp
    - Telegram
    - Viber
    - Slack
    - Other
  - NLP
  - Analytics and Optimization
  - Ethics and Compliance
    - Regulations(GDPR, CCPA)
    - Data Privacy
- Email Marketing
  - Building & Management List
    - Lead Generation
    - Email Capturing Methods
    - Lead Magnets
    - Opt-in Forms
    - List Growth
    - Subscriber Engagement Strategies
      - Onboarding
      - Re-Engagement
      - Loyalty
  - Email design and layout
    - HTML&CSS
    - Responsive Design
    - Plain Text
    - Drag & Drop Builders
  - Content
    - Subject & Preheaders
    - Copywriting
    - Personalization
    - Dynamic Content
    - Call to Action
  - Email Automation
    - Welcome Series
    - Nurture Campaigns
    - Abandoned Cart Emails
    - Automation Flow
  - Campaign Management
    - Planning
    - List Segmentation
    - Personalization and Behavioral Targeting
    - Execution
    - Analysis
  - Email Deliverability and Performance
    - Spam Filters
    - Email Deliverability
    - Performance Analysis
    - A/B Testing
  - Tools and Platforms
    - Email Service Providers (ESPs)
    - Email Analytics and Reporting
  - Ethics and Compliance
    - Regulations (GDPR, CCPA)
    - CAN-SPAM Act
      - Opt-In
      - Opt-Out
    - Data Privacy
- Mobile Marketing
  - Mobile Consumer Insights
  - App Creation
    - Programming
    - No-Code
    - Design
      - UX
      - UI
    - Functionality
  - Mobile Advertising Strategies
    - SMS and Mobile Messaging
    - Paid User Acquisition
    - Organic User Acquisition
    - In-App Messaging
    - Push Notifications
    - App Gamification
    - App Store Promotion and Partnerships
      - Influencer and App Review Sites
    - App Store Advertising
  - Mobile Ad Targeting
    - Location-Based Marketing
  - Mobile App Promotion
    - App Store Optimization (ASO)
      - Mobile App Reviews and Ratings
    - App Install Campaigns
  - Mobile Website Optimization
  - Mobile Analytics and Measurement
    - Tracking App Performance Metrics
      - Installs
      - Engagement
      - Retention
    - User Behavior Analysis
  - Mobile User Experience (UX) Design
  - Ethics and Compliance
    - Regulations(GDPR, CCPA)
    - Data privacy
  - In-App Advertising and Monetization
    - In-App Advertising Formats
    - In-App Purchase (IAP) Strategies
  - Mobile App Updates and Iteration
- Website & Landing Page
  - Introduction to Website Design
    - Landing Page Design Principles
  - Web Development
    - Responsive Web Design
    - Website Maintenance and Updates
    - Website Performance Optimization
  - User Experience (UX) Design Principles
    - User-Centered Design
    - Information Architecture
  - Web Design Fundamentals
    - Typography and Color Theory
    - Layout and Composition
    - Image and Icon Design
    - Multimedia Integration
  - Content Creation and Copywriting
    - Psychology
    - Copywriting for Landing Page & Website
  - Conversion Rate Optimization (CRO)
    - Triggers
  - Website Analytics and Tracking
  - SEO Basics for Websites & Landings
- CRM
  - Data Driven
    - Data Collection
    - Extracting Insights
    - Customer profilling
    - Tailored Marketing Messages
    - Enrich Data
  - Customer Segmentation and Targeting
    - Demographics
    - Behaviour
    - Personalized Marketing Strategies
  - Tools and platforms
    - Platforms
      - Hubspot
      - Zoho CRM
      - FreshSales
      - monday.com
      - Other
    - Automation
    - Integration with Marketing
      - Social Media
      - Paid Advertising
    - Marketing Campaigns
      - Customer Acquisition
      - Retention & Loyalty
  - Customer Journey Map
    - Mapping journey
      - Funnel
      - Different Stages
      - Touchpoints
    - Personalization
      - Per Each Stage of Customer Journey
      - Create Customized Experiences
  - Email Marketing
    - List segmentation
    - Personalization
    - Automation
    - Optimization
  - Analytics and Reporting
    - Monitoring
    - Reports Preparation
    - Data Analysis
  - Ethics and Compliance
    - Regulations(GDPR, CCPA)
    - Data Privacy
  - Customer Engagement
    - Customer Retention
      - Strategies
      - Personalizing Offers
      - Loyalty
    - Customer Feedback and Surveys
      - Collecting
      - Using Feedback For Improvement
- Marketing Automation
  - Platforms
    - HubSport
    - Mautic
    - Other
  - CRM Integration
  - Types
    - Email Marketing Automation
    - Webinar
    - Paid Ads Funnels
  - Behavioral Tracking and Personalization
    - Tracking
      - Implementation
      - Collecting Data
    - Content Delivery
  - Campaigns Automation
    - Drip Campaign
    - Workflow Automation
  - Marketing Analytics and Reporting
  - Integrating Channels
    - Social Media
    - Landing Page
    - Form Automation
    - Paid Traffic
- Infuencer Marketing
  - Strategy
    - Setting Goals and Objectives
      - Perfomance metrics and KPI
        - Reach
        - Engagement
        - Conversions
        - ROI
    - Align with Other Marketing Strategies
  - Identifying and Selecting Influencers
    - Types
      - Celebrity
      - Macro
      - Micro
    - Techniques Finding Influencers
    - Analysis
      - Reach
      - Relevance
      - Engagement
    - Evaluating
      - Audience
      - Content
      - Credibility
    - Building Relationship
      - Collaborations
      - Nurting
      - Long-Term Cooperation
    - Contracting and Negotiation
      - Contracts
      - Terms
      - Compensation
  - Content
    - Influencer Generated
    - Provided
    - Distribution
  - Platforms and Tools
    - Discovery
    - Management
    - Measurement
  - Compliance and Ethics
    - Regulations
    - Disclosure
- Video Marketing
  - Video Marketing Strategy
    - Setting Objectives
    - Target Audience
    - ideo Marketing Plan
  - Video Production
    - Video Content
      - Camera Fundamentals
      - Composition and Framing
      - Lighting Techniques
      - Artificial Lighting
      - Microphones and Recording
      - Sound Design and Editing
      - Video Shooting Techniques
      - Color Correction and Grading
      - Motion Graphics and Visual Effects
    - Pre-production Planning
      - Storytelling
      - Storyboarding
      - Scripting
    - Video Editing Basics
      - Editing Software and Tools
        - Adobe Premiere Pro
        - Final Cut Pro
        - Mobile Editors
        - Other
    - Exporting and Publishing Videos
  - SEO and Optimization
    - Keyword Research
    - Metadata and Descriptions
  - Video Distribution and Promotion
    - Video Hosting Platforms
      - YouTube
      - Vimeo
      - Other
    - Social Media
  - Analytics and Performance Tracking
    - Metrics
      - Views
      - Engagement
      - Conversion
    - A/B Testing
  - Video Advertising
    - YouTube Ads
    - Facebook Ads
    - TikTok
    - Snapchat
    - Reddit
    - Other
  - Influencer Marketing
  - Monetization
    - Sponsorships
    - Affiliate Marketing
  - Copyright and Legal Considerations
- Audio Marketing
  - Audio Branding and Strategy
  - Voiceovers and Narration
  - Podcasting and Audio Content Creation
    - Content Idea
    - Scripting
    - Recording
  - Audio Advertising and Jingles
    - Audio Ads
    - Audio Jingles
  - Streaming Platforms
    - Spotify
    - YouTube
    - Apple Podcasts
    - SoundCloud
    - Other
  - Audio Analytics and Measurement
  - Copyright in Audio Marketing
  - Tools & Softwares
    - Adobe Audition
    - Audacity
    - Mobile Apps
    - Other
- E-Commerce
  - E-Commerce Consumer Behavior
    - Online Consumer Journey
    - Buyer Personas and Segmentation
    - Acquisiiton
    - Retention
    - Loyalty
  - Platforms
    - MarketPlaces
      - Amazon
        - FBM
        - FBA
      - eBay
      - Walmart
      - Etsy
      - Gumroad
      - Other
    - Shopify
    - WooCommerce
    - PrestaShop
    - Magento
    - Other
  - Digital Marketing Channels
    - SEO
    - PPC
      - Shopping Ads
      - Dynamic Ads
    - Social
      - Facebook
      - TikTok
      - Pinterest
      - Other
    - Email Marketing
    - Influencer Marketing
    - Google Merchant Center
    - Content Marketing
      - Strategy and Planning
      - E-Commerce Copywriting
      - Product Descriptions
    - Mobile Marketing
      - App
      - SMS
      - Push
    - Other Paid Ads
      - Native Ads
      - Push Ads
      - Programmatic
    - Video
      - YouTube
      - Other
  - Automation
    - Retargeting
      - Email
      - Paid Advertising
  - Budgeting and ROI
  - Analytics and Reporting
  - Affiliate Marketing
  - Product
    - Spy Intelligence Tools
    - Product Photography
    - Inventory Management
    - Fullfilment
    - Supply Chain & Logistics
    - Dropshipping
  - Finance
    - Payments
      - Processors
    - Billing
- Pay Per Click (PPC)
  - PPC Platforms
    - Google Ads
    - Microsoft Advertising
    - Other
  - Keyword Research and Targeting
    - Keyword Research Basics
    - Google Keyword Planner
    - Keyword Match Types
  - Ad Creation and Copywriting
    - Text Ads
    - Graphical Ads
  - Campaign Optimization Techniques
  - Ad Testing and Experimentation
    - A/B Testing
    - Statistical Tests
  - Conversion Tracking and Measurement
    - Conversion Set Up
    - Monitoring Metrics
  - Remarketing
  - PPC Budgeting and Reporting
    - Forecasting
    - Reporting
      - Looker Studio
      - Power BI
  - Funnels
    - Customer Journey
- Web Analytics
  - Web Analytics Concepts
    - Data Collection
    - Website Tracking
    - E-commerce Analytics
    - Event Tracking and Custom Dimensions
  - Tracking Implementation
    - Pixels
    - Google Tag Manager
    - Setting Up Conversion Goals
    - Event Tracking and Custom Dimensions
  - Web Analytics Platforms and Tools
    - Google Analytics
    - Matomo
    - Other
    - AdServers
  - Analysis
    - Metrics
    - Funnel Analysis
    - Key Performance Indicators (KPIs)
    - Conversion Optimization
  - Data Visualization and Reporting
    - Dashboard
    - Analysis Techniques
  - A/B Testing and Experimentation
  - Ethics and Compliance
    - Regulations(GDPR, CCPA)
    - Data Privacy
  - Data Integration
    - Looker Studio
    - SQL/ Python
- Paid Advertising
  - Advertising Platforms and Networks
    - PPC
    - Social
    - Video
    - Native
    - Programmatic DSPs
    - Push
    - Other
  - Campaign Planning and Strategy
    - Defining Advertising Objectives
    - Target Audience Research
    - Channel Selection
  - Campaign Setup and Management
    - Budgeting
    - Bidding Strategies
    - Ad Campaign Structure
  - Reporting and Analysis
    - Monitoring Ad Performance
    - Campaign Optimization Techniques
  - AdServers
  - Programmatic
    - DSP
    - DMP
    - SSP
    - RTB
  - Ad Compliance and Ethical Considerations
  - Ad Copy
    - Copywriting
    - Web Design
    - Psychology
  - Remarketing
- Artificial Intelligence AI
  - Fundamentals
    - Machine Learning
      - Supervised
      - Unsupervised
      - Reinforcement Learning
    - NLP
  - AI-Driven Predictive Analytics
  - Tools & Platforms
    - Generative AI
      - Text
      - Images
      - Video
      - Voice
    - Analysis
    - Chatbots
    - Optimization
      - Website
      - Content
    - Marketing Automation
    - Scraping
  - Content Creation
  - AI-Powered Recommendation Systems

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Basics Of Psychology

- Hierarchy of Needs
- Consumer Behaviour
  - Motivation and Needs
  - Decision Making
    - Urgency and Scarcity
    - Social Proof
    - Influence
    - Persuasion
    - Authority
    - Trust
    - Reciprocity
- Emotional Appeals
- Neuromarketing
- Cognitive Biases and Heuristics
  - Anchoring and adjustment
  - Availability heuristic
  - Confirmation bias
  - Framing effect
  - Loss aversion
  - Decoy effect
- Personalization and Behavioral Targeting
  - Marketing Angle
- Nudging and Choice Architecture
- Psychology in
  - Copywriting
    - Storytelling
  - Web Design
    - Colors Usage

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Basics of Statistics for Digital Marketing

- Descriptive Statistics
  - Distribution
    - Frequency Distribution
    - Histograms
  - Central Tendency
    - Mean
    - Median
    - Mode
    - SKEW
  - Variability
    - Range
    - Interquartile Range
    - Box & Whisker Plots
    - Standard Deviation
    - Variance
- Probability Distributions
  - Types
  - Normal Distribution
  - Z-Scores
  - Probabilities
  - Value Estimates
- The central limit theorem
  - Standard Error
  - Applications
- Confidence Intervals
  - Estimations basics
    - Margin of Error
  - Types of Intervals
    - Z-Interval
    - Z-Interval
  - T-Distribution
  - Proportions
  - Two populations
    - Dependent
    - Independent
- Hypothesis Tests
  - Hypothesis Testing
  - Types of Errors
  - Types of Tests
  - Proportions
  - Two populations
- Regression Analysis
  - Linear Relationships
  - Regression Basics
  - Model Evaluation
  - Multiple Regression

Basics Of Programming for Digital Marketing

- Internet
  - How Internet Works
  - How Do Browsers Work?
  - HTTP/HTTPS
  - DNS
  - Domain Name
  - Hosting
- HTML
- CSS
- JavaScript
- Python
- SQL
- How To
  - Create Website
    - Drag & Drop Builder
    - HTML/ CSS/ JS
    - CMS
      - WordPress
      - eCommerce
        - WooCommerce
        - Shopify
  - Create Email Newsletter
  - Understand XML Feed
    - Google Merchant Center
    - Facebook Feed
  - Add Custom Tracking to Website
    - Web Analytics
      - Google Analytics
      - Google Tag Manager
      - AdServers
      - Other
    - Ad Network pixels
      - Facebook
      - Google
      - Tik Tok
      - Twitter
      - Snapchat
      - Pinterest
      - Other Ad Networks
  - Understand Dynamic Retargeting
  - Analyze Data
    - Excel/ Sheets
    - Power BI
    - Looker Studio
    - Python/ SQL
  - Integrate Multiple Sources of Data
    - Zappier
    - Big Query
    - Google Sheets/ Excel
    - Business Intelligence (BI)
- DevOps
  - Servers
    - VPS
    - Shared
  - Google Cloud
  - Amazon
  - Azure
- Data Scraping
  - Python/ JS
  - Proxies
  - Automation Tools

Basics Of Design

- Elements of Design
- Typography
  - Web Fonts
  - Text Design
- Color
  - Theory
  - Schemes
- Composition and Layout Design
  - Layout and Grid Systems
    - User Interface (UI)
    - User Experience (UX)
  - Proportion
  - Spacing and Alignment
- Imagery and Visual Communication
- Branding and Identity Design
- Layout Design for Print
- Design Tools and Software
  - Video
  - Graphical
    - Adobe CC
      - Photoshop
      - Illustrator
      - Adobe XD
    - Canva
    - Figma
    - Other
- Web Accessibility
- Design Ethics and Copyright

Basics of Sociology for Digital Marketing

- Consumer Behavior
  - Gender and Marketing
  - Race, Ethnicity, and Marketing
- Consumer Identity and Self-Concept
- Consumer Culture and Symbolic Consumption
- Socioeconomic Factors and Marketing Strategy
- Sociological Research Methods in Marketing
- Social Interaction and Groups
- Social Change and Globalization

Basics of Copywriting

- Psychology in Copywriting
  - F-Shaped
  - PAS Framework
  - Feature to Benefit
  - Before-After-Bridge Framework
  - B2B
  - B2C
- Copy
  - Headlines
  - Storytelling
  - Call to action
- Content Marketing
  - SEO
  - Website
  - Product
  - Social Media
  - Email
  - Blogpost
  - Landing Page
- Type of Copy
  - Sales
  - Informative
  - VSL Scripting

Basics of Economics

- Microeconomics
  - Supply
  - Demand
  - Pricing
- Macroeconomics
- Behavioral Economics
- Econometrics
- Financial Metrics
  - Economic Forecasting
- Accounting

Basics of Law

- Advertising Regulations
- E-Commerce Regulations
- Data Protection
- Intellectual Property
- Compliance

Basics of Management

- Project Management
  - Planning
  - Organizing
  - Leading
  - Controlling
- Product Management
- Team Management
  - Decision Making
  - Communication
  - Collaboration
  - Problem Solving
    - Techniques and Approaches
    - Creative and Critical Thinking
  - Team Building
  - Human Resource Management
  - Leadership
- Time Management
- Social Responsibility
- Strategic Management
  - Planning
  - Implementation
- Brain Storming
  - Tools
    - xMind
    - Other

Basic of Sales

- Psychology of Selling
  - B2B
  - B2C
- Sales Process
  - Value Proposition
    - Offer Creation
    - Pricing
    - Proposal/ Quotation
  - Prospecting and Lead Generation
    - Sales funnels
      - Techniques
        - Upselling
        - Cross Selling
    - Cold
      - Cold Calling
      - Cold Mailing
    - CRM
  - Pitching
    - Presentation
    - Questioning
    - Qualifying
    - Handling Objections
- Negotiations
  - Communications
  - Closing Techniques
  - Follow Up Techniques

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