



# SALES AND DIGITAL MARKETING STRATEGY

## Module 1: Introduction to Sales and Digital Marketing

Get an overview of how sales and digital marketing work together to drive growth. Understand the customer journey, marketing funnel stages, and the shift from traditional sales to digital-first strategies. This module sets the foundation for integrating marketing channels with revenue goals.

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## Module 2: Understanding Customer Psychology & Buyer Personas

Learn to identify your ideal customer by studying behavior, motivations, and pain points. Create detailed buyer personas and apply psychological principles to influence decision-making. This module helps you tailor your messaging and offers to resonate with the right audience segments.

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## Module 3: Branding, Positioning & Unique Selling Proposition (USP)

Build a brand that stands out. Learn to craft a clear brand identity, value proposition, and positioning strategy that communicates your uniqueness. This module helps you align your sales message with your brand promise for greater impact across all digital touchpoints.

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## Module 4: Social Media Strategy & Engagement Funnels

Explore how to use platforms like Instagram, LinkedIn, Facebook, and YouTube to attract leads. Learn to build awareness, trust, and conversions through content funnels. This module includes tools, trends, and engagement strategies to turn followers into customers.

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## Module 5: Content Marketing for Lead Generation

Learn how blogs, videos, lead magnets, and storytelling can drive qualified traffic and build authority. Create content that solves problems and nurtures leads through your funnel. Understand how to plan, distribute, and repurpose content effectively.

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## **Module 6: Email Marketing & CRM Integration**

Discover how to build email lists, write high-converting campaigns, and automate nurture sequences. Learn to use CRM tools to manage leads, track engagement, and move prospects through the sales pipeline. This module helps you stay connected with your audience meaningfully.

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## **Module 7: Paid Ads Strategy: Meta & Google Ads Overview**

Understand the role of paid media in accelerating lead generation. Learn the basics of setting up and managing Meta (Facebook & Instagram) and Google Ads campaigns. This module emphasizes strategy, targeting, and aligning ads with your funnel and sales goals.

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## **Module 8: Sales Funnels, Landing Pages & Conversions**

Design high-converting sales funnels using tools like ClickFunnels, WordPress, or FlexiFunnels. Learn how to create landing pages, thank-you pages, and follow-up sequences that convert leads into customers. Explore copywriting, CTAs, and conversion psychology.

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## **Module 9: Digital Sales Techniques & Closing Strategies**

Master digital sales conversations using webinars, DMs, discovery calls, and sales emails. Learn how to handle objections, qualify leads, and close deals with confidence. This module focuses on persuasive techniques and ethical selling in a digital-first world.

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## **Module 10: Data-Driven Strategy, ROI, and Growth Planning**

Track your marketing and sales performance using KPIs and analytics tools. Learn how to calculate ROI, interpret customer data, and make informed decisions for long-term growth. This module helps you build sustainable, scalable strategies backed by real numbers.

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## **Career Scope After Learning This Skill**

Sales and digital marketing are at the core of every growing business today. By mastering both, you become a powerful asset capable of driving awareness, leads, and revenue. This dual-skill combination is highly valued across startups, corporates, agencies, and personal brands.

### **Career Opportunities Include:**

- Digital Marketing Strategist
- Sales & Marketing Executive

- Growth Marketer
- Business Development Manager
- Funnel Consultant
- Email Marketing Specialist
- Freelance Marketing Coach or Consultant
- Marketing Head for Startups or SMEs

## Salary Package After Learning This Skill

Professionals skilled in both sales and digital marketing strategies enjoy excellent earning potential. Salaries depend on experience, industry, and results delivered. Consultants and freelancers can scale quickly with performance-based projects.

### Estimated Salary Range in India:

- **Entry-Level (0–2 years):** ₹3.5 – ₹6.5 LPA
- **Mid-Level (2–5 years):** ₹7 – ₹15 LPA
- **Senior-Level / Strategists:** ₹15 – ₹30+ LPA
- **Freelancers/Consultants:** ₹25,000 – ₹1,00,000+ per client/project
- **Business Owners:** Revenue potential depends on funnel success and ad spend ROI, can scale to 6–7 figures monthly

With this combined skill set, you're not just driving traffic, you're driving conversions and revenue.