Digital Marketing

Our Program

Digital Marketing

Course Details

Digital Marketing – 80 Hrs

Course Brief:
This course will get the student well acquainted with the knowledge and tool that is required by the new age marketing professionals to create an edge in the changing era of marketing.

Modules:
- Introduction to Digital Marketing and Analyzing current trends
- Understand how Digital Marketing differs from Traditional Media
- Selecting or Assigning of project
- Analytic and Measurement Tools
- The pillars of Digital Marketing | SEO, SEM, SMM and Mobile Marketing
- Organic Search and its importance
- Top Mistakes which prevent a site from ranking high in organic search
- Optimizing Web content for maximum visibility.
- Video SEO
- Tools to measure SEO Worthiness
- Google Local Listing & Maps
- Paid V/s Free Backlinks
- Learn different platforms and methods of paid promotions
- Pay per click v/s pay per 1000 Impressions model
- Google Adwords and Account setup
- Keyword selection, effective ad copy.
- Designing Effective Landing Pages and Split Testing them.
- Understanding on Display Advertising on Google Online and mobile network
- Understanding the fundamentals of Digital ad campaign planning, buying & management.
- Bidding and Placement tools
- Measuring Performance
- Landing page optimization
- The importance of social media in a digital marketing campaign.
- Social Media Marketing Strategies
- The Art & Science of Blogging for Social Media.

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Modules:
- Social Media and Human Resource Management
- Social CRM
- Driving Innovation through Social Media
- Managing Social Media Platforms
- Entrepreneurship and Social Media
- How to Measure and Track Social Media Campaigns
- Legal & Privacy Issues with Social Media
- Implementing Social Media
- Social Media Sites and a brief about their role in an effective social media campaign
- Facebook Advertising and Account Setup
- Setting up a Youtube Channel Effectively
- Using LinkedIn Effectively for B2B
- Pinterest
- Twitter 101
- Banner / Video Advertisement in Popular Portals
- Email Marketing
- Mobile Marketing
- Understanding Privacy and Security policies in Digital world
- Device and present the Digital Marketing Strategy and execution plan for project.
- Final Presentation

Learning Outcome:
At the end of the course the student will learn the tool and techniques that they will need to use for analyzing there marketing strategies based on the data and analysis provided by different online solutions.

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Pre - Requisite :
- Knowledge of management studies will be added advantage.
- Should be handy with the mobile and communication devices.

Jobs:
- SEO
- SMM
- SEM
- Data Scientist
- Digital Marketeer

Target Audience:
- MBA, BMM & BBA Graduates
- Enthusiast

Programs Available:
- Regular
- Evening
- Weekend
- One Day Workshop

Thank You