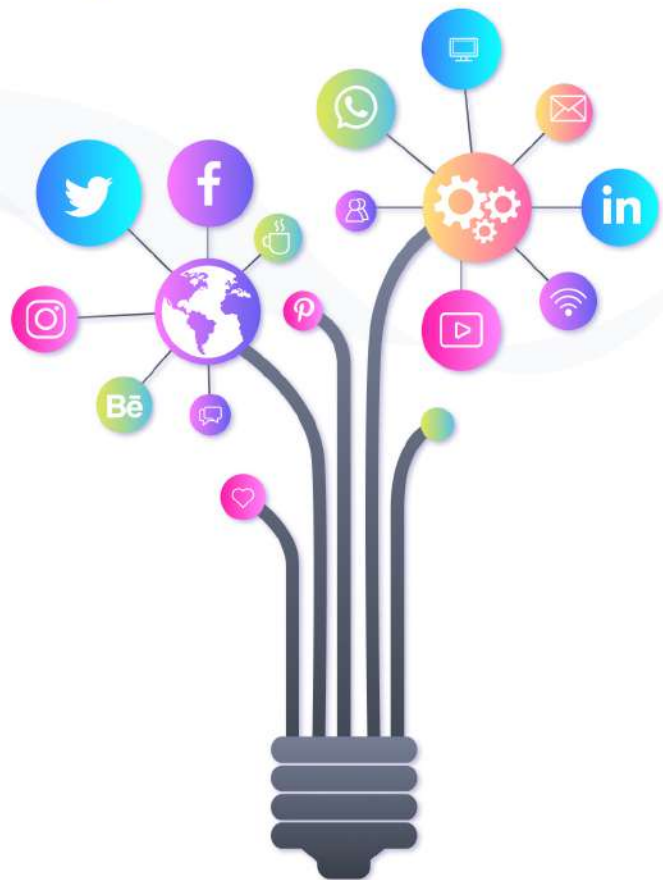


Digital Marketing



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Step into the future of Digital Marketing

With worldwide businesses becoming tech-savvy, the demand for digital marketing is rising every single day. As Companies recognize the importance of branding and promotion, the scope and utilisation of Digital Marketing platforms are enormous. Digital marketing can be the ultimate help the companies, people and businesses need at this current hour. It can provide benefits like website creation, gaining traffic, creating pages and making them optimised for search engines. Hence the digital marketing market is the future of industries worldwide.

Scope of Digital Marketing

When it comes to India, the scope and market size of Digital Marketing are continuously ascending with every passing year. From INR 47 billion in 2015 to INR 199 billion in 2020, the market size of Digital Advertising across the country has soared drastically. According to Statistica, it is estimated to hit INR 539 billion by 2024. With the increase in Digital Marketing awareness and usage globally, job opportunities are also rising in India. For instance, Naukri.com was recently seen to offer around 21,870 jobs in the digital marketing field. Also initiatives like “Digital India” proposed by the prime minister of India, support and provide a wide range of jobs and career options in digital advertising to make this initiative a success.

Uniqueness:

Our power pack course makes you a Digital Marketing expert in just 6 months. We have incorporated tools like Google Analytics, Google Adwords, Youtube, Facebook, Twitter, LinkedIn, and Instagram Management in the course for expanding your digital knowledge. You'll find yourself excelling in social media marketing, content marketing and SEO by the end of the course tenure. We further help you top up your portfolio with Digital Marketing Certifications to enrich your career options.



Curriculum

The program curriculum is constantly updated according to industry developments to give you the most cutting-edge learning experience.

Pre-Work

- Marketing Mix for Product- 4Ps and 4Cs
- Marketing Mix for Services - 7 Ps
- Marketing Strategy and Product Lifecycle
- Assessing Portfolio: BCG Matrix Framework
- The Pricing Decision
- Cost vs. Value-Based Pricing
- Channel Design
- Integrated Marketing Strategies
- Companywide Strategic planning: Ansoff's Grid
- Topic Models of Consumer Behavior
- Industrial Buying - Characteristics
- Factors affecting Consumer Behavior
- Segmentation, Targeting and Positioning Model
- Creating Customer Value through Differentiation
- Competitor Analysis

Module 1 Digital Marketing Foundations

Digital Marketing Framework

- Tenets of New Customer Journey
- Moments of Truth
- What are the various Mind States of Customers' Digital Journey?
- How Brands Can Leverage Digital Journey?
- What is the New Look at Media- Paid, Shared, Owned and Earned?
- What are the Challenges of Digital Marketers?
- How to create a Buyer Persona?
- What is a Digital Marketing Funnel?

Content Marketing

- Basic Tenets of Content Marketing
- Mastering Storytelling by understanding the Types of Storytelling
- Content's relationship with the Inbound Methodology
- Developing Brand Voice
- Type of Content and 3H Content Theory
- Creating long-term content plan
- Content Audit through Planning Template
- Developing a Content Marketing Plan
- Frameworks for creating content Model
- Consumer-Generated Content

Module 4 Integrated Digital Marketing

Search Engine Optimization

- SEO Basics- 3 key pillars
- The PR Model
- Factors that affect the rankings on a webpage
- On-page and Off-page SEO
- SEO Audit - Optimization
- Handling SEO Growth
- Content marketing for SEO Success
- Link Building

Module 2

Building Digital Footprint

Developing Primary Digital Property

- Introduction, basics and fundamentals of digital property
- Walkthrough on how to register domain name, host your website
- Walkthrough on how to build a website using GoDaddy and WordPress
- Live backend demonstration of WordPress CMS, Theme, Pages, Categories, Plugins
- Mailchimp Walkthrough
- Setting up Google Analytics with Primary Digital Property - Google Tag Manager
- Basics of Google Tag Manager
- Setting up Google Tag Manager
- Setting up Google Ads & Google Ads Conversion Tracking using Google Tag Manager
- Setting up Google Webmaster Tool

Developing secondary Digital Properties

- Facebook Conversion Tracking
- How Does Facebook Pixel Work?
- Facebook Pixel Setup using GTM
- LinkedIn Insights
- LinkedIn Insights installation using GTM
- LinkedIn insights Conversion
- Walkthrough YouTube Content Studio
- YouTube SEO
- Walkthrough on Google AdSense
- **Tools: WordPress, GoDaddy, Google Tag Manager, Yoast SEO Plugin, Mailchimp, YouTube Studio, Google AdSense etc.**

- **Tools: HubSpot Website Grader, Screaming Frog, Google Search Console, Google Keyword Planner, Mozbar, GTMetrix, Yoast SEO etc.**

Mobile Marketing

- Understand how mobile ecosystem is different from desktop ecosystem
- Voice-Based and SMS Marketing
- WhatsApp Marketing
- Mobile and Responsive Websites
- Types of push notifications, Deep linking and deferred deep links, URL shorteners
- App Development and Growth
- Managing App Growth and Growth Hacking
- Using Apps for Marketing
- Appstore Research and Keyword research
- Competitive analysis using tools such as AppAnnie, SimilarWeb, Google Trends, etc.
- Mobile Marketing Campaign Analysis
- Firebase Analytics
- **Tools: Firebase, AppAnnie, SimilarWeb, Google Trends etc.**

Module 5

Web Analytics/Marketing Experimentation

User Retention and Engagement

- Introduction to CRM
- Building Customer Relationships - Loyalty Ladder
- Customer Service/ Sales Profile Models
- Customer Retention Customer Equity and Customer Metrics
- Customer Loyalty and Lifetime Value Customer Acquisition Strategies
- Customer Retention Strategies
- Customer Engagement Strategies

Module 3

Performance Marketing/ Marketing Your Digital Presence

Paid Marketing

- Digital Marketing Overview
- Digital Marketing Channels Overview
- Paid Marketing Overview
- Google Universe for Marketers
- Planning your Google Paid Marketing & Walk-throughs
- Detailed Walk-throughs of AdWords
- **Tools – Google Keyword Planner, Google Ads, Google Trends, Similar Web etc.**

Social Brand Management

- Intro to Social Brand Management
- Facebook and Instagram
- LinkedIn
- Social Listening
- YouTube
- **Tools: Facebook Business Manager, Facebook/Instagram Ads, Facebook Insights, LinkedIn Ads, YouTube Ads etc.**

Web Analytics & Measuring Marketing effectiveness

- Introduction to Web or Digital Analytics
- Goals you can improve
- How to Set-up and Integrate Google Analytics for a website
- Data Collection
- Metrics in Google Analytics
- Hands-on - Google Analytics Audience Reports
- Hands-on- Google Analytics Behaviour
- Hands-on- Google Analytics Conversions Reports
- **Tools: Google Analytics**

Module 6

Campaign Management

- Programmatic Media Buying Ecosystem
- How Digital Contributes to A Brand
- Understanding the Consumer Funnel
- Key Performance Indicators (Media)
- Planning and Executing Digital Marketing Campaigns
- Measuring Campaign Performance
- Influencer Marketing Campaigns

Module 7

Capstone Project

Devise an End-to-End Digital Marketing Campaign and Strategy

- Digiquest Case Study Competition

Digital Marketing Certifications

- A curated list of relevant & recognised Digital Marketing Certifications for learners to earn.

