

Welcome to ineuron.ai



Digital Marketing Projects

Description:

This course aims to explain the detailed life cycle of digital marketing projects and provide a thorough overview of all digital marketing channels and components. This program specializes in providing hands-on experience and cultivating skills to work on a real-time Problem - solution in digital marketing.

Start Date:

Doubt Clear Time:

Course Time:

Features:

Case Studies

Live Project building

Report Analysis

Covering multiple domains

Downloadable Resources

Completion Certificate

Resume Discussion

What we learn:

Customer Satisfaction for a Digital Marketing Company

SEM Case Study

A case study of Web Analytics tools

SEO study of websites

Social Media Strategies for Online Shopping Cart

Social Media Campaign Analysis

A case study of Business Landing pages

Requirements:

Prior Knowledge of digital marketing

A system with internet connection

Dedication

Instructor:

Name:

Ankur Khanna

Description:

Highly-motivated, energetic and dynamic Digital Marketing Mentor and Assistant Professor having 7+ years of experience in Digital Marketing Industry. Strong practical knowledge of different digital marketing tools aimed at meeting the needs of diverse groups of learners.

>Customer satisfaction for a digital marketing company:

- >>Understanding the customer's persona
- >>Identify the business needs and problem
- >>Identify the actual problem in the old strategy
- >>Identify the feasible solutions
- >>Research on problem solutions
- >>Methods, tools and techniques
- >>Evaluation
- >>Feedback

>SEM case study and strategy for business website:

- >>Identify the business needs and problem
- >>Understanding the businesses product & services
- >>Study old SEM plan and strategy
- >>Identify the actual problem in the old strategy
- >>Old strategy report and result analysis
- >>Identify the feasible solutions
- >>Methods, tools and techniques
- >>Evaluation
- >>Feedback

>Return on investment on

different digital marketing

techniques:

- >>Identify and contact different businesses
- >>Understanding the budget businesses spend on digital marketing
- >>Analysis of the cost spending and different budget strategy by businesses
- >>Report analysis for last few months spent on different digital techniques
- >>Analyse the return (ROI)
- >>Apply methods, tools and techniques
- >>Evaluation
- >>Feedback

>Business website creation with

different digital marketing

techniques:

- >>Identify and contact different businesses
- >>Understanding the businesses product & services
- >>Identify the business needs and problem
- >>Understanding the budget businesses spend on website development
- >>Analysis if business having any working website
- >>Identify the actual problem in the old business website
- >>Identify the feasible solutions
- >>Select website development tool and platform
- >>Develop business website and publish it

>>Understanding the budget businesses spend on digital marketing

>>Apply methods, tools and techniques

>>Evaluation

>>Feedback

>SEO case study & strategy for business website:

>>Identify the business needs

>>Understanding the businesses product & services

>>Study old SEO plan and strategy

>>Identify the actual problem in the old strategy

>>Old strategy report and result analysis

>>Identify the feasible solutions

>>Methods, tools and techniques

>>Evaluation

>>Feedback

>Facebook for business(business website and business page):

>>Identify the business needs/work as a startup business

>>Understanding the businesses product & services

>>Identify if the business has an old Facebook business page

>>Identify the actual problem in the old Facebook business page

- >>Understanding the budget businesses spend on Facebook page marketing
- >>Report analysis for last few months spend on Facebook ads and campaign
- >>Create a Facebook business page and publish it
- >>Planning for the budget strategy businesses spend on Facebook page marketing.
- >>Understand the Facebook ad manager
- >>Work on a different Facebook ad campaign
- >>Apply methods, tools and techniques
- >>Evaluation
- >>Feedback