

An illustration of a person with glasses and a light blue shirt sitting at a desk with two laptops. Behind them are three large interlocking gears and several floating window icons connected by dashed lines, all within a dashed rectangular frame. The background is a dark blue gradient with a red vertical bar in the top right corner.

# Digital Marketing Workshop

TheCollegeFever Learning Centre

Global Digital Advt. spend to be \$278Bn in 2019

Business Wire

Online Marketing to create 1.5 lakh jobs in India

Economic Times

Online Marketing Managers are paid 82% more

Indeed Salary data

# Who should attend?

- ▶ Engineering and Commerce Students interested in learning about the fundamental of Digital Marketing.
- ▶ Aspiring Digital Marketers, to gain entry into the digital marketing industry in the roles of Social Media Analyst, SEO Analyst, Digital Marketing Executive, etc.
- ▶ Traditional Marketers, to stay up-to-date in an increasingly digital world
- ▶ Business Owners/ Entrepreneurs, to implement effective digital marketing campaigns for business growth

# Why this workshop?

- ▶ This workshop is designed by some of the Industry experts in Digital Marketing.
- ▶ The Trainer is an IIM educated seasoned entrepreneur with over 8 years of experience in Digital Marketing.
- ▶ This workshop is structured to cover all the 10 core aspects of digital marketing and ensure a 360 degree perspective.

# Workshop Contents

5

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- ▶ **Module 1: Search Engine Optimization (SEO)**
- ▶ **Module 2: Social Media**
- ▶ **Module 3: Content Marketing**
- ▶ **Module 4: Email Marketing**
- ▶ **Module 5: Mobile Marketing**
- ▶ **Module 6: Pay Per Click (PPC)**
- ▶ **Module 7: Web Analytics**
- ▶ **Module 8: Google Analytics**
- ▶ **Module 9: Facebook Marketing and Advertising**
- ▶ **Module 10: Google AdWords**

# Module 1: Search Engine Optimization (SEO)

- ▶ SEO Modeling
- ▶ On Page Optimization
- ▶ On-Page Optimization
- ▶ Off-Site Optimization
- ▶ Keyword Research and Competitive Intelligence
- ▶ SEO Measurement
- ▶ Google Algorithm analysis and updates

# Module 2: Social Media

7

- ▶ Building Social Media Strategy
- ▶ Making the Message Stick and Spread
- ▶ Social Media Channels
- ▶ Engaging with Influencers
- ▶ Listening and Reputation Management
- ▶ Social Media Foundations Test



# Module 3: Content Marketing

- ▶ Content Marketing Strategy
- ▶ Overseeing a Content Marketing Program
- ▶ Content Marketing Tactics
- ▶ Content Marketing Budget and Measurement
- ▶ Content Marketing Foundations Test



# Module 4: Email Marketing

- ▶ Email Marketing Basic Terminology
- ▶ Email Marketing Spam Recognition and Avoidance
- ▶ The Mailing List
- ▶ Elements of an Email
- ▶ Email Marketing effectiveness measurement
- ▶ Marketing Automation
- ▶ Email Marketing Foundations Test

# Module 5: Mobile Marketing

10

- ▶ **Mobile Marketing Fundamentals**
- ▶ **Products and Services**
- ▶ **Incentives and Loyalty Programs**
- ▶ **Location Opportunities**
- ▶ **Mobile Advertising**
- ▶ **Engaging the Mobile Audiences**
- ▶ **Rules and Regulations for Mobile Marketing**
- ▶ **Gauging the Mobile Marketing Effectiveness**

# Module 6: Pay Per Click (PPC)

11

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- ▶ Understanding the Psychology of Search
- ▶ Pay Per Click Metrics
- ▶ The Buying Funnel
- ▶ Account Hierarchy and Structure
- ▶ The PPC Auction
- ▶ PPC Targeting Options
- ▶ Keyword Research
- ▶ Creating Compelling Ads
- ▶ Measuring Goals and Bidding Options
- ▶ Integrating PPC with other disciplines

# Module 7: Web Analytics

12

- ▶ Web Analytics 2.0
- ▶ Web Analytics Key Performance Indicators
- ▶ Segmentation
- ▶ Qualitative Data
- ▶ Experimentation and Testing
- ▶ Competitive Intelligence
- ▶ Campaign Tracking
- ▶ Organizational Maturity
- ▶ Multi-Channel Attribution
- ▶ Web Analytics Foundations Test

# Module 8: Google Analytics

13

- ▶ Effective Inline Analysis
- ▶ Analysis Intelligence
- ▶ Tracking Unique Visitors
- ▶ Custom Data Alerts
- ▶ UTM Tracking Parameters
- ▶ Universal Analytics
- ▶ Enhanced Ecommerce

# Module 9: Facebook and YouTube Marketing

14

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- ▶ Understanding Facebook Ads
- ▶ Choosing Your Ad Type
- ▶ Facebook Ad Targeting
- ▶ Establishing Video Marketing Strategy
- ▶ Gaining Exposure and Measuring Impact
- ▶ Leveraging Mobile Video
- ▶ Promoting and Measuring Impact of Advertising

# Module 10: Google Adwords

15

- ▶ Keywords Match Types
- ▶ Display Ads and Ad Extensions
- ▶ Advertising Metrics
- ▶ Bidding and Bid Modifiers
- ▶ Quality Scores
- ▶ Creating Text and Search Ads
- ▶ Campaign Types and Settings
- ▶ Adwords Reports
- ▶ Display Targeting



# At the end of the training you should be able to:

- ▶ Perform Digital Marketing for your startups.
- ▶ Attend interview on Digital Marketing profiles
- ▶ Work as a Freelancer for global projects

# Hands On Sessions for Other Interesting Tools/Software

- ▶ Digital Marketing Tools
- ▶ Email Campaign Tools
- ▶ Google Analytics Dashboards
- ▶ Facebook and YouTube Campaign Tools

# Expert Talks

18

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- ▶ How global companies use Digital Marketing for business expansion.
- ▶ What goes into designing an effective Digital Marketing Plan?
- ▶ Choosing the Right Digital Marketing Strategy.
- ▶ Scaling and beating the giants.

Contact for partnership and further details.

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