

Digital Marketing Strategy

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IIM - Indore

4 - month marketing strategy to achieve
at least 75 conversions for the
Executive Programme in Branding and
Advertising

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SWOT Analysis

Strengths, weaknesses,
opportunities & threats



Executive Programme in Branding and Advertising offered by IIM Indore

Strengths:

Reputation: IIM Indore is a prestigious institution, which can attract students looking for high-quality education.

Curriculum: The course likely offers a comprehensive curriculum that covers essential aspects of branding and advertising.

Faculty: Experienced faculty members can provide valuable insights and knowledge to the students.

Weaknesses:

Cost: The program may be expensive, which could be a barrier for some potential students.

Accessibility: Depending on the structure, it might not be accessible to international students or those who prefer in-person learning.



Executive Programme in Branding and Advertising offered by IIM Indore

Opportunities:

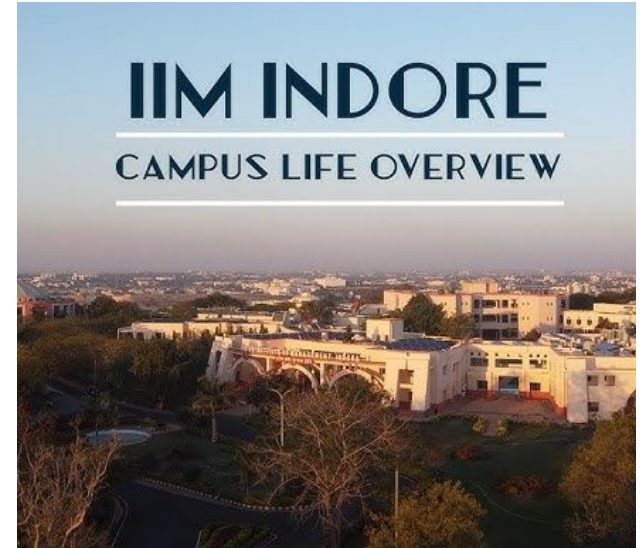
Growing Market: There is a growing demand for branding and advertising professionals, which the program can capitalize on.

Digital Expansion: The course can expand its reach through online platforms, attracting a global audience.

Threats:

Competition: There are many similar programs available, both online and offline, which could affect enrollment.

Technological Changes: Rapid changes in digital marketing tools and platforms require constant updates to the curriculum.



2

Target Audience

Primary Audience &
Secondary Audience



Target Audience for the Programme



Primary Audience

Age Group: 25-40 years

Professional Background:

- Mid-level marketing executives aiming for senior roles.
- Brand managers with 5-10 years of experience. Entrepreneurs in the early to mid-stages of their business development.
- Advertising professionals focused on expanding their strategic capabilities.

Target Audience for the Programme



Secondary Audience

Age Group: 40-55 years

Professional Background:

- Senior marketing executives looking to update their knowledge base.
- Business owners seeking to revitalize their brand strategy.
- Professionals transitioning to marketing, branding, or advertising from other fields.
- Consultants providing services in marketing and brand strategy.

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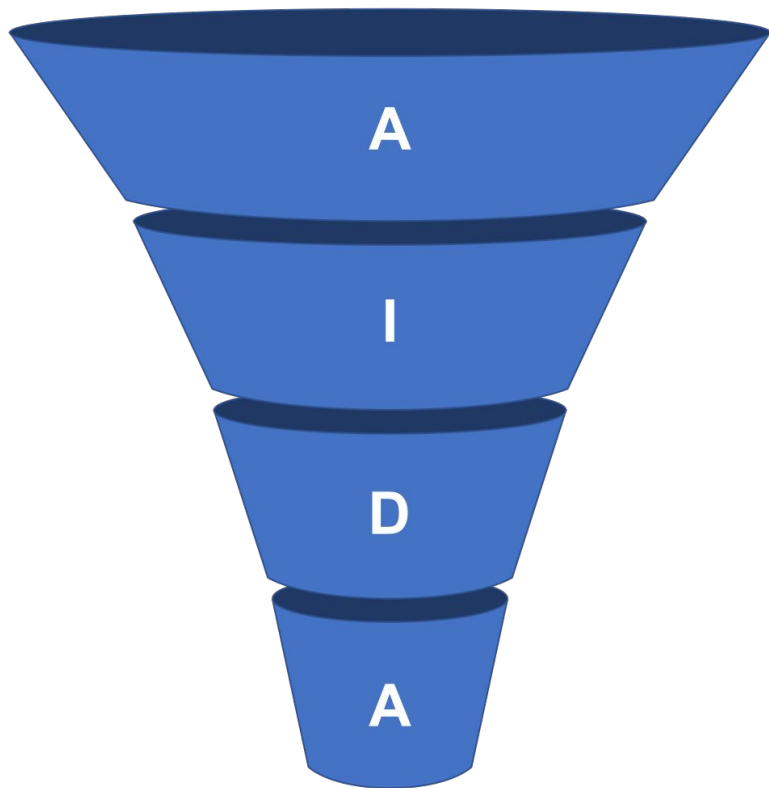
Marketing Strategy

4 Months Marketing Strategy to achieve defined goals.

P.S. This is just the strategy and not the plan.



Month 1: Awareness and Interest



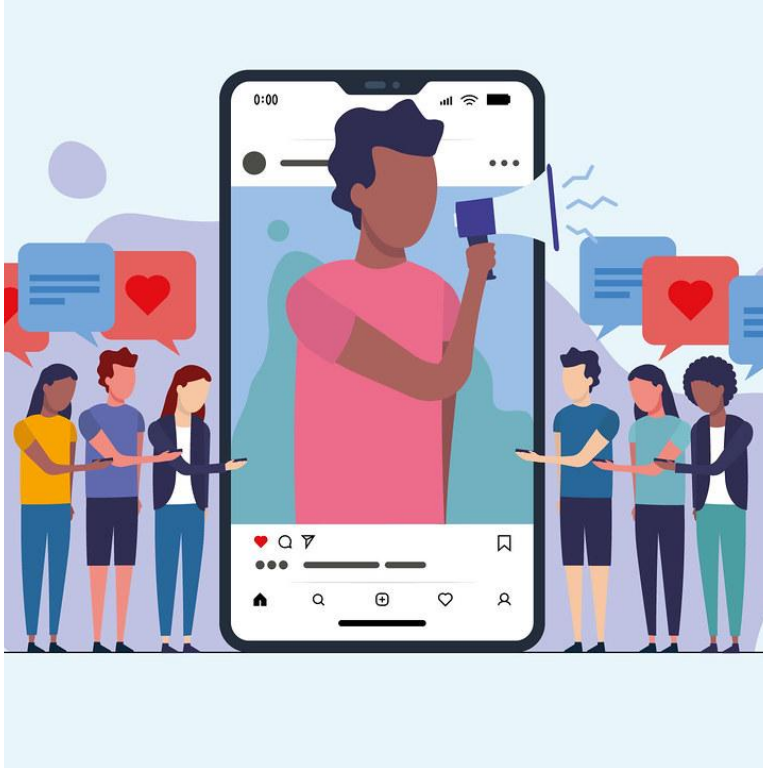
Week 1-2: Content Creation & SEO

1. Developing blog posts, infographics, and videos about branding and advertising.
2. Optimizing website SEO for keywords related to the course.

Week 3-4: Social Media Kickoff

1. Launching a LinkedIn, Meta campaign targeting professionals interested in marketing.
2. Starting a Twitter hashtag campaign to spark conversations around branding.

Month 2: Engagement and Lead Generation



Week 1-2: Paid Advertising

1. Starting Google AdWords and Meta ad campaigns with A/B testing.
2. Implementing retargeting ads for site visitors who haven't enrolled.

Week 3-4: Email Marketing

1. Sending out a newsletter with course details and early bird discounts.
2. Offering a free downloadable resource in exchange for email subscriptions.

Month 3: Conversion and Sales



Week 1-2: Partnerships

1. Partnering with marketing blogs and influencers for content sharing.
2. Setting up an affiliate program with industry-related businesses.

Week 3-4: Webinars

1. Hosting webinars with experts discussing the importance of branding.
2. Providing exclusive course discounts to webinar attendees.

Summary

This strategy will build momentum and progressively guide potential students through the marketing funnel, from awareness to conversion. It's important to track the performance of each activity and be ready to adapt strategies based on the analytics.

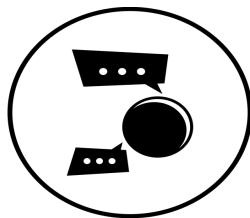
A lot more offline events, college seminars, office seminars can be partnered which I have not mentioned as they do not come under digital strategy but am well versed with it and would be fruitful to achieve the goal.



Thank You

Do you have any questions?

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Sources

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