

Synopsis

With online marketing as much as by 140 percent conventional marketing has a very little sphere left. 72 percent of customers are already joining with brands via several digital channels. So yet what are longing for? Attend digital marketing workshop to your business.

This Digital Marketing workshop is designed to transform you into a complete digital marketer with expertise across the digital marketing domains. This will provide you an extensive experience on project as well as it will help you to increase your skills to manage and strategize digital marketing. Digital Marketing skills shows you have got genuine digital skills as the skills learned in this course will help you to build your strategy for competition

Course Structure

Definition, purpose and scope of digital marketing

Introduction to Internet Marketing

Websites and their impact in Market

Understanding the impact of digital marketing on business

Definitions, history and development of digital marketing

Building customer relationships online and permission marketing

Planning, Strategy and Testing

Best practice approaches to online campaign planning

How to determine the optimum mix of digital marketing tools

Campaign, offer and messaging strategy Integration and multi-channel marketing

When to test, and what to test Learning by doing (better and better)

Search Engine Marketing (SEO and PPC)

How search engines work

Keyword research analysis and tools

SEO: Link building techniques and how they help your rankings

Pay-Per-Click advertising: the essentials

Optimizing your Adwords campaign (keywords, bid strategy, ad copy and creative) for maximum ROI

Improving landing page conversion rates

Email Marketing

An overview of the email marketplace The role of ESPs (email service providers)

Threats and challenges for email marketers

Segmenting your database: eCRM Increasing your open and click-through rates

Email design & development do's and don'ts

Staying within the Law

Social Media

The 'Big Four': Facebook, Twitter, LinkedIn, YouTube Social listening and sentiment analysis Getting

hands-on: Organizing Social Media: internal structures/ responsibilities, work-flows

A strategic approach to social media

Mobile Marketing and Apps

A look at the mobile landscape and its huge growth

Running Ads on Mobile devices HTML5 and the mobile web

Location-based services: why, what and how

Usability & UX

Copy and Design: creating information architecture that delivers

Principles of the Customer Experience

What is User-Centered Design? Best practice methodologies

The importance of User Testing

Web Analytics and Metrics

Launching your website is just the beginning

Onsite analytics : the main platforms The analytics dashboard

Setting up your conversion funnels

What to test and how to test

An iterative approach to optimization

Online Display Advertising

The display ecosystem: media agencies, publishers and ad networks

Ad formats: from traditional to new

Creative considerations: interruptive or permission-based?

Latest display advertising trends

Benefits

Learn EVERYTHING you need from start to finish to develop and execute digital marketing strategies.

Discover our proven method that focuses on getting RESULTS.

A perfect program whether you're an experienced pro or you're brand new to digital marketing.