

## **Session 1**

### **Introductory Session**

0. About EISystems
1. Current Trends & Market Requirement
2. What is Digital Marketing?
3. What is Entrepreneurship?
4. Role of Digital Marketing in Entrepreneurship
5. Future of Marketing
6. Why Digital Marketing?

## **Session 2**

### **Digital Marketing - Marketing Fundamentals**

1. Create a Buyer Persona & Unique Selling Proposition (Project Overview)
2. How to Create a Buyer Persona
3. Ways to Find Your Audience Online
4. How to Identify Your Unique Selling Proposition
5. Taking Action: Create a Buyer Persona & Unique Selling Proposition
6. 3 Steps to Get Valuable Feedback on Your Project

## **Session 3**

### **Digital Marketing - Market Research**

1. Create How to Design Your Online Survey.
2. How to Distribute Your Online Survey?
3. How to Analyse Your Survey Result

## **Session 4**

### **Digital Marketing - Website Development Session -1**

1. Domain & Domain Names
2. Hosting & Anti Domain Registration
3. Starting with HTML
4. Blogging & Pages
5. HTML Coding & Minor Experiments

## **Session 5**

### **Digital Marketing - Website Development Session -2**

1. HTML Tags
2. Master Page Concept
3. Hyperlinking
4. Heading Structure & Caffeine recommendations

## **Session 6**

### **Digital Marketing - Search Engine Optimisation**

1. Understanding Queries on Search Engine.
2. Search Results
3. Code Optimization Techniques
4. URL Structure
5. User Perception based Search Engine Optimisation.

## **Session 7**

### **Digital Marketing - Social Media Optimisation**

1. Understanding Engagements.

2. Social Plugins & Widgets
3. Web Messenger Tools
4. Online Reputation Management
5. Facebook Pages.

### **Session 8**

#### **Digital Marketing - Google Analytics**

1. Website Data & Traffic Analysis using Google Analytics.
2. Strategic Decisions after analyzing patterns from software.
3. Website Code Optimisation & Feedback
4. Realtime Website Traffic Data Analysis

### **Session 9**

#### **Digital Marketing - Email Marketing**

1. Relevance of Domain Email Address'.
2. Emailing Lists
3. Issues with Mailing Lists
4. Email Marketing Software for Lead Generation Purpose.
5. Data Analysis using Email Marketing Software & Strategic Decisions based on it.

### **Session 10**

#### **Digital Marketing - WhatsApp Marketing**

1. Use of WhatsApp in Digital Marketing
2. WhatsApp Marketing Campaigns
3. Canned Messages
4. Template Messages
5. Analytics
6. Click Tracking
7. WhatsApp Campaign Funnel.

### **Session 11**

#### **Digital Marketing - Facebook Marketing**

1. Facebook Page
2. SMO with Facebook
3. Call Button & Cover Page Relevance
4. Facebook Post Promotion
5. Facebook Ads
6. Locational Ads Display & Criteria
7. Facebook Analytics

### **Session 12**

#### **Digital Marketing - Google Marketing**

1. Google Ads
2. PPI / PPC Campaigns