

Digital Marketing

In last few years the idea of buying and selling has tremendously changed over online. Today, companies, brands and personalities are using social media techniques to reach out people. Such techniques are used by social media and digital marketing agencies to gain website traffic or attention through various social media sites. Social media platform is not only effective but is also relatively inexpensive than other media. Here one gets a chance to interact, build relationship and reputation for their brands. However, choosing the best social media agency in India can be a daunting task.

Topics Covered:

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

Duration: The duration of this workshop will be two consecutive days, with eight hour session each day in a total of sixteen hours properly divided into theory and hands on sessions.

Fees: Rs. 1200/- inclusive of all taxes.

