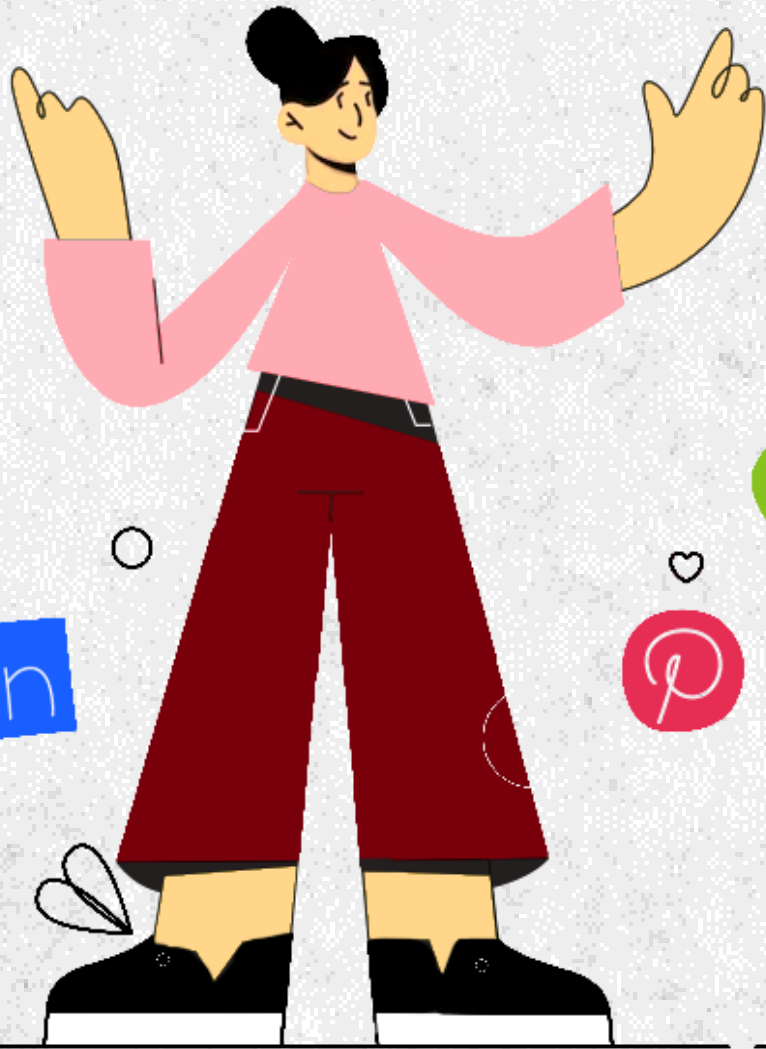


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**DMH**  
Digital Media Hawk  
CHALO UDH CHALEIN



# EXECUTIVE PROGRAM IN DIGITAL MARKETING

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[www.course.digitalmediahawk.com](http://www.course.digitalmediahawk.com)

# MARKETING – MEETING NEW REALITIES

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**Marketing** is about identifying and meeting human needs. The marketplace is dramatically different with new behaviors, opportunities, and emerging challenges. Today, technology and other factors have profoundly changed the way of business advertising.



# MARKETING VS SALES

MARKETING	SALES
<ul style="list-style-type: none"><li>• Centres around the future</li><li>• Focused on one-to-many transactions</li><li>• Meets needs in a Strategic Manner</li><li>• Pulls a prospective customer</li><li>• Driven by metrics</li><li>• Facilitates long-term goals</li></ul>	<ul style="list-style-type: none"><li>• Centres around the present</li><li>• Focused on one-to-one transactions</li><li>• Meets needs in an opportunistic manner</li><li>• Pushes a product or service</li><li>• Driven by human interaction</li><li>• Provides short-term advantage</li></ul>

# PROGRAM OVERVIEW

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Building a strong brand is both an art and a science. It requires careful planning, a deep long-term investment, and creatively designed and executed marketing.

Building a strong brand is a never-ending process.



# PROGRAM CURRICULUM

## Foundation of Marketing

- Defining Marketing
- Scope of Marketing
- Core Marketing Concepts
- Business Strategic Planning

## Conducting Marketing Research

- The Scope of Marketing Research
- The Marketing Research Process

## Consumer Behaviour

- Factors affecting Consumer Behaviour
- Understanding the Consumer Buying Decision Process

# PROGRAM CURRICULUM

## Managing Mass Communications (Ads/Sales Promotion/Events/PR)

- Developing and Managing an Advertising Program
- Managing Digital Communications
- Managing Personal Communications

## Search Engine Optimisation (SEO)

- How Does Google Search Work?
- Keyword Research
- On-Page SEO Concepts
- Off-Page SEO Concepts
- Local SEO Concept
- Analysing SEO using Tools

# PROGRAM CURRICULUM

## Email Marketing

- The Scope of Email Marketing
- How to get Email Subscribers
- Getting Started with Campaigns
- Designing Emails & Content
- Analysing Campaigns

## Content Marketing

- Content Planning & Ideas
- Managing Content using Calendar
- Blogging
- Video or Reels
- Image Creatives and Infographics

# PROGRAM CURRICULUM

## Google Ads

- Setting Up New Google Ads Account
- Installing Google Site Tag
- Google Ads Structure
- Audience Selection Types
- Keyword Selection Types
- Negative Keywords
- Bidding Strategy
- Ad Scheduling
- Sitelink Extension
- Ads Rules
- Conversion Tracking
- A/B Testing
- Remarketing
- Analysing Reports



# PROGRAM CURRICULUM

## Social Media Planning

- Creating Social Media Profiles
- Tips to post on social media for higher reach

## Social Media Marketing

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing

## Google Analytics Tools

- Setting up Google Analytical Tools
- Gathering Data and Acquisition Reports

# PROGRAM CURRICULUM

## Google Search Console Tool

- Adding Google Console Property with Website
- Adding Sitemaps
- Gathering & Analysing Reports

## SEO Tools

- Analysing Website Issues and Fixes
- Improving website with SEO tools
- Reports

## Website Creation & Planning

- Website Designing Structure Planning
- Domain and Hosting Purchase

# PROGRAM CURRICULUM

## WordPress Basics

- Installing & Setting WordPress
- Designing Pages & Posts
- Installing Important Plugins

## HTML/CSS Basics

- What is HTML & CSS?
- Understanding HTML/CSS Elements and Attributes
- Working with HTML/CSS codes

## Mobile Marketing

- The Scope of Mobile Marketing
- Developing Effective Mobile Marketing Programs

# PROGRAM FEES

PARTICULARS	AMOUNT
Study Materials/Simulations/Domain Hosting/Certification Fee/Tools	₹10,000
Program Fees	₹30,000
<b>TOTAL</b>	<b>₹40,000</b>



# ENROL NOW

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