



Course Content for Digital Marketing

Session: 1

Introduction to Digital Marketing

- »» What is digital marketing?
- »» Search Engine Optimization
- »» Web Analytics
- »» Pay Per Click Marketing
- »» Email Marketing
- »» Social Media Marketing
- »» Affiliate Marketing
- »» Digital Display Marketing
- »» Mobile Marketing
- »» On-line Video Marketing and On-line PR

Display Advertising

- »»- Introduction to online marketing concepts
- »»- What are different ad formats and how to use it in effective and interesting way?
- »»- How ad inventory is bought and sold on Internet?
- »»- Why is targeting important and how to leverage it?
- »»- Ad Networks. Are all Ad Networks same? What role Ad Networks can play in your marketing efforts?
How to evaluate an Ad Network?
- »»- How to allocate your advertising budget? Tips and Best practices.
- »»- How to track the effectiveness of your campaign?
- »»- Group Assignment

Session: 2

Search Engine Marketing

- »»- The Basics of Search Marketing
- »»- How Paid Search Marketing process works and how you can use it effectively?
- »»- How Google AdWords bidding process works?
- »»- What role Search can play in the overall marketing mix?
- »»- Can Search advertising and Social advertising be used together?

Search Engine Optimization

- »»- Clear Idea about Web Technologies
- »»- Search Engine Optimization
- »»- SEO Terminologies
- »»- On-Page Optimization
- »»- Of-Page Optimization
- »»- Misc Tools and Practices



Session: 3

Social Media Marketing

- »- How to arrive at a social media strategy aligned to business objectives
- »- How to select platforms that work for your business - an integrated approach
- »- How to set realistic goals for your brand
- »- Content Strategy - Why it's critical for the brand
- »- The Art and Science of Creating and Curating Content
- »- How to map, measure using free and paid-for tools
- »- Paid media - How to use small budgets intelligently
- »- Assignment: Create a Social Media Program from scratch

Session 4

Mobile Marketing

- »- Mobile Marketing is beyond SMS Marketing. Understand the new mobile landscape and Mobile marketing ecosystem – Various players and platforms involved in mobile marketing system.
- »- WAP banner advertising, How to leverage it for your brand?
- »- Does your brand need an app? How you can use apps for marketing
- »- Do I need an app or a Wap site?
- »- How to leverage mobile games to your advantage?
- »- Which are the different mobile Ad Networks available? How to leverage Mobile ad networks?
- »- How you can use SMS marketing in more interesting and creative way
- »- How mobile can provide various targeting possibilities?
- »- Are QR Codes useful? How QR Codes can be used creatively and effectively?

Session 5

Analytics

- »- Why is measurability important for a brand?
- »- What to measure and how to measure? Metrics for measuring marketing effectiveness (CTR, Time spent, video views etc)
- »- Mobile marketing analytics
- »- Analytics for paid search
- »- Brief overview of Website analytics (Google Analytics, Web Trends, Omniture)