



## **Digital Marketing Course Content**

### **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)

### **Competition**

On the behalf of 2 days workshop, will conduct competition.