

Digital Marketing

Day 1

Time	Hour	Topics
0900 - 0930	0.5	Morning Refresher
0930 - 1100	1.5	Module 1 - Introduction to Digital Marketing <ul style="list-style-type: none"> • History of Marketing • Traditional Advertising • Activities
1100 - 1130	0.5	Break
1130 - 1300	1.5	Continue module 1 - Introduction to Digital Marketing <ul style="list-style-type: none"> • Digital Marketing vs Traditional Advertising • Channels & Platforms in Digital Marketing • Research
1300 - 1400	1	lunch
1400 - 1530	1.5	Module 2 - Digital Marketing Strategy <ul style="list-style-type: none"> • Creative Strategy • Digital Marketing Strategy • Understanding your Product/Brand • Understanding your Consumer • Quiz
1530 - 1600	0.5	Tea Break
1600 - 1730	1.5	Continue module 2 <ul style="list-style-type: none"> • Map out USP's and Objectives • STDC (See, Think, Do, Care) Framework & Micro Moments • Digital Marketing Media Mix - Paid, Earned & Owned Media • Setting Objectives & KPI's

Day 2

Time	Hour	Topics
0900 - 0930	0.5	Morning Break
0930 - 1100	1.5	Module 3 - Content Marketing <ul style="list-style-type: none">• Storytelling & Copywriting• Content Plan Development• Social Media Management• Activities
1100 - 1130	0.5	Break
1130 - 1300	1.5	Continue module 3 <ul style="list-style-type: none">• Influencer Marketing• Trendspotting, Viral Marketing & Empowerment Marketing
1300 - 1400	1	lunch
1400 - 1530	1.5	Module 4 - Social Media Management <ul style="list-style-type: none">• Refresher section• Insights on Social Media• Developing strategies for Social Media marketing on Facebook, Twitter & LinkedIn• Practical
1530 - 1600	0.5	Tea Break
1600 - 1730	1.5	Continue module 4 <ul style="list-style-type: none">• How to build a Social Media Calendar• Social Media Guidelines• Activities

Day 3

Time	Hour	Topics
0900 - 0930	0.5	Morning Break
0930 - 1100	1.5	Module 5 - Web UX for Marketing Acquisition & Conversion <ul style="list-style-type: none">• Review best practices of digital marketing UX.• Explore how on-site marketing works and the ways to optimize those efforts.
1100 - 1130	0.5	Break
1130 - 1300	1.5	Continue module 5 <ul style="list-style-type: none">• Evaluate the design, functionality, and effectiveness of landing pages.• Develop landing pages and forms for your business.• Quiz
1300 - 1400	1	lunch
1400 - 1530	1.5	Module 6 - Search Engine Optimization (SEO) <ul style="list-style-type: none">• On-page and Off-page SEO• Link Building• Practical
1530 - 1600	0.5	Tea Break
1600 - 1730	1.5	Continue module 6 <ul style="list-style-type: none">• Keyword Research• Inbound Marketing

Day 4

Time	Hour	Topics
0900 - 0930	0.5	Morning Break
0930 - 1100	1.5	Module 7 - Media Buying <ul style="list-style-type: none">• The Evolution of Digital Media Buying - Programmatic, Direct Buying, DSP's etc.• Search & Display Advertising & Campaign Optimization
1100 - 1130	0.5	Break
1130 - 1300	1.5	Continue module 7 <ul style="list-style-type: none">• Programmatic Buying using Google Ad words• Paid Social on Facebook, Twitter & Instagram• Media Planning & Budgeting• Practical
1300 - 1400	1	lunch
1400 - 1530	1.5	Module 8 - Email Marketing <ul style="list-style-type: none">• The AIDA Strategy• Email Marketing Success Metrics• Research
1530 - 1600	0.5	Tea Break
1600 - 1730	1.5	Continue module 8 <ul style="list-style-type: none">• Building a Email Database & Lead Magnets

Day 5

Time	Hour	Topics
0900 - 0930	0.5	Morning Break
0930 - 1100	1.5	Module 9 - Data Analytics & Reporting <ul style="list-style-type: none"> • Draw Insights & Make Business Decisions from Marketing Data • Setup and apply the basics of Google Analytics, including core concepts like Goal Tracking, and micro and macro conversions. • Activities
1100 - 1130	0.5	Break
1130 - 1300	1.5	Continue module 9 <ul style="list-style-type: none"> • Aligning Business & Marketing Objectives with Analytics • Preparing reporting Dashboards • Activities
1300 - 1400	1	lunch
1400 - 1530	1.5	Module 10 - Roll-Out and Take to Market Strategy <ul style="list-style-type: none"> • Campaign Planning & Media Planning • Setting SMART Goals, Objectives and Timelines • Activities
1530 - 1600	0.5	Tea Break
1600 - 1730	1.5	Continue module 10 <ul style="list-style-type: none"> • Customer Relationship Management • Growth Hacking • Re-Cap



Propose Training Dates

Batch 1

August 24th 2020 – August 28th 2020

Batch 1

September 07th 2020 – September 11th 2020

Batch 2

September 21st 2020 – September 25th 2020

Batch 3

October 5th 2020 – October 9th 2020

Batch 4

October 12th 2020 – October 16th 2020

****Targeting about 50-80 Students per class***

Targeted Audience

B40 Group that are into business

- Insurance Agents
- Multilevel Marketing Agents
- Direct Selling Agents
- Food Business
- Resellers
- Service Industry
- Logistics Business
- Property Agents

Course Outcome

This course will allow our students to Learn to create marketing content, use social media to amplify your business, make content discoverable in search, run Ads campaigns and advertise on Facebook. Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.