

**Digital and Social Media Marketing**  
**[December 5-6, 2019]**  
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**Introduction**

In the current era, there is a rapid shift from traditional advertising to digital media and for marketers to be well versed with the ins and outs of online marketing, they should know how to utilize the digital marketing assets, tools and techniques so that marketing experts and IT experts can improve their customer value proposal, create insightful strategies and help succeed in their organizational goals and objectives.

Digital media has made the world a small place and it does not matter where you start your business from, you can sell your goods and services all over the world. Digital marketing is about promoting products and services using digital distribution, communication and social media channels to connect and interact with potential customers in a timely and consecutive manner. More than 80% of population using internet have purchased something online. Under the digital marketing course, you will develop a solid base on Digital Marketing approaches including: Search Engine Marketing, Social Media marketing, Email Marketing, content optimization, crafting your website, SEO and how to use Google Webmaster and Analytics to increase the number of leads and Conversions on your website. Today's era of Internet has opened a gate of vast variety of opportunities for businesses. Using social networks, one cannot only share a private picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost a business and very good awareness stu\_ along with appropriate live demonstration also will be the part of this two day hands-on training programme on "Digital and Social Media Marketing" at Institute.

**Programme Objectives**

1. To update the participants' knowledge on various Digital and Social Media Marketing issues.
2. To develop awareness for Marketing and IT Professionals on how is digital marketing different from traditional marketing.
3. To increase engagement amongst the audience related to your domain or business.
4. Learns how to Increase customer satisfaction and brand loyalty, Understanding the consumers needs and connecting with them directly, Promote new services or product launches and Survey audience to validate your product and its application in long run.

**Programme Contents**

1. Introduction to Digital & Social Media Marketing
2. Comparison of Digital Marketing with
3. Traditional Marketing
4. Search Engine Optimization(SEO)
5. On Page and OFF Page Optimization Process
6. Inbound and Outbound Marketing
7. Google Adwords
8. Search Engine Advertising
9. Pay-Per-Click (PPC)
10. Social Media Marketing
11. Social Media Optimization
12. Search Engine Basics
13. Driving Referral Tra\_c from Facebook
14. e-Business Risks and Legal Issues
15. Management.

16. Affiliate Marketing
17. Content Marketing
18. Mobile Marketing
19. Google Analytics
20. e-Mail Marketing
21. Ads on Facebook, LinkedIn, YouTube and
22. Twitter.

### **Target Group**

Middle and Senior Level Managers of Marketing, IT and Non IT Departments, Public and Private Sector Enterprises and Banks, In- Charge's of Marketing & IT Departments; Central and State Government Employees responsible in the area of Marketing and IT Administration and Web Masters, Web Developers and employees managing Social Media Applications.

### **Pedagogy**

Programme includes class room sessions with Hands-on, Lectures by audio visual aid, Chalk & Talk sessions, Group discussions, bench marked video shows, case studies, debates, sharing of experiences etc.