

About IPE

The Institute of Public Enterprise (IPE) was established in 1964, as an autonomous non-profit society at the initiative of Mr SS Khera, ICS (the then Cabinet Secretary, Government of India). Having just completed its Golden Jubilee, during the five decades of its existence, IPE has made an outstanding contribution to research, consultancy, executive training and management education and its courses are duly accredited by the Association of Indian Universities and the South Asian Quality Assurance Systems (SAQs). IPE is among the top 40 Management Institutions in India according to Ministry of HRD, Govt. of India.

IPE is also recognized as 'Centre of Excellence' by the Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India, New Delhi for doctoral studies. Over the years, the Institute has developed strong linkages with renowned academic institutions and industries including Universities in USA, UK, Australia, Slovenia amongst others. The institute has undertaken research and consultancy assignments for national and international organizations like the World Bank, Asian Development Bank (ADB), International Centre for promotion of Enterprises (ICPE) etc., The Institute has also been offering consultancy services to various departments of the Government of India, State Governments, public and private sector organizations.

Prof. R K Mishra, who is a widely recognized expert in public enterprise management is currently the Director of IPE. The Institute is governed by a body of eminent professionals, academics and administrators with Shri K Madhava Rao, IAS (Retd), as the President.

For further information contact :

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INSTITUTE OF PUBLIC ENTERPRISE

Osmania University Campus,
Hyderabad – 500 007.



INSTITUTE OF PUBLIC ENTERPRISE
Hyderabad

A Two Day Training Programme on **DIGITAL AND SOCIAL MEDIA MARKETING** *Lets Do Hands-on* **March 7 - 8, 2019**



An **IPE** Learning Product Leading by **DISTINCTION**

Programme Director

Dr V Srikanth

Programme Co-Convenors

Dr Prarthana Kumar

Mr A Rakesh Phanindra

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 cost effective 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 stuff 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

- Introduction to Digital & Social Media Marketing
- Comparison of Digital Marketing with Traditional Marketing
- Search Engine Optimization(SEO)
- On Page and OFF Page Optimization Process

- Inbound and Outbound Marketing
- Google Adwords
- Search Engine Advertising
- Pay-Per-Click (PPC)
- Social Media Marketing
- Social Media Optimization
- Search Engine Basics
- Driving Referral Traffic from Facebook
- e-Business Risks and Legal Issues
- Management.
- Affiliate Marketing
- Content Marketing
- Mobile Marketing
- Google Analytics
- e-Mail Marketing
- Ads on Facebook, LinkedIn, YouTube and 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.

Programme Duration

2 Days (7 - 3 - 2019 to 8 - 3 - 2019)

Programme Fee

NON - RESIDENTIAL :

Rs.15000/- Plus GST applicable

Fee includes High Speed Internet Access, Courseware, Lunch and Tea-/Coffee.

Participants having interest to seek accommodation at IPE Hostel may have to pay the following charges :

➤ Single Occupancy Room : (AC Accommodation)

Rs 1500/- per head / per day
(With Breakfast and Dinner)

➤ Double Occupancy Room : (AC Accommodation)

Rs 1000/- per head / per day
(With Breakfast and Dinner)

** Since the rooms are limited, the preference will be given to early nominations.*

IPE Shamirpet Campus



Nominations

Mail to villsrikanth@ipeindia.org or Fax on **040-27095478** name, designation, contact number & e-mail id of the participants, along with payment details.

The payment can be made through cheque/draft drawn in favor of the "Institute of Public Enterprise", payable at Hyderabad.

Venue

INSTITUTE OF PUBLIC ENTERPRISE

Shamirpet Campus
Hyderabad.

*The institute will issue a certificate of participation on the concluding day of the Programme.

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Discounts *

- 18% discount on group bookings (for 5 or more nominations).
- 18% early bird discount on nominations confirmed before **1st March, 2019**
- 15% discount on group bookings (for 3 nominations).
- 12% discount for women nominations
- 10% discount for Public Sector Enterprises & Banks

** An Organization can avail only one of the above mentioned discounts.*