



About IPE

Institute of Public Enterprise Hyderabad is an autonomous non-profit society devoted to sustained and systematic study of issues relevant to the formulation, implementation, review, monitoring and assessment of policies and programs concerning public enterprises. It is a fast growing B-School with its unique approach of grooming the right talent to the industry and responsible citizens to the society.

Over the last five decades, the Institute has transformed itself into an institution that is engaged in a multi-faceted activity comprising management education, research, management training and research in management & social sciences. IPE has developed from being a research and training organization to an internationally regarded educational institution. IPE is recognized as 'Centre of Excellence' in social science research by Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India in the year 1976.

The Institute is governed by a body of eminent professionals, academics and administrators with Shri. K. Madhava Rao, IAS (Retd.), as the President of IPE. Prof. S. Sreenivasa Murthy, Director of IPE is an exceptional academician with more than two decades of experience and he has been recently appointed as a Vice-Chairman of Association of Indian Management Schools (AIMS), Telangana Chapter.



For further information contact

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INSTITUTE OF PUBLIC ENTERPRISE
(Under the aegis of ICSSR, MoE, GoI)
OSMANIA UNIVERSITY CAMPUS, HYDERABAD



A 3-Day Training Programme on Digital & Social Media Marketing – A Hands-on Approach



**DIGITAL
MARKETING**



**SOCIAL MEDIA
MARKETING**



Programme Dates & Venue :

June 13-15, 2023

**Institute of Public Enterprise,
Osmania University Campus, Hyderabad**



Mr M J Ramakrishna

Programme Directors :



Mr A Rakesh

Introduction:

In the current era, there is a rapid shift from traditional advertising to digital media and for marketers to be well-versed in the ins and outs of online marketing, they should know how to utilize digital marketing assets, tools and techniques so that marketing experts and IT experts can improve their customer value propositions, 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, 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 the population using the 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, E-mail Marketing, content optimization, crafting your website, SEO and how to use Google Webmasters and Analytics to increase the number of leads and Conversions on your website. Today's era of the Internet has opened a gate to a 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 digital media transmits information and help boost a business and very good awareness along with appropriate live demonstration also will be part of this hands-on training programme on "Digital and Social Media Marketing" at the 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 digital marketing is 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, Understand the consumers' needs and connect with them directly, promote new services or product launches and Survey the audience to validate your product and its application in long run.

Programme Content:

- 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.
- Aff-iliate Marketing
- Content Marketing
- Mobile Marketing
- Google Analytics
- s e-Mail Marketing
- Ads on Facebook, LinkedIn, YouTube, and Twitter

Target Group:

Entry, Middle and Senior Level Managers of Marketing, IT and Non-IT Departments, Public and Private Sector Enterprises and Banks, In- Charge 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

The programme includes classroom sessions with Hands-on, Lectures by audio-visual aid, Chalk & Talk sessions, Group discussions, benchmarked video shows, case studies, debates, sharing of experiences etc.

Certificate of Participation: A 'Certificate of Participation' will be issued to the participants after the successful completion of the programme.

Program Fee: The fee charged per participant will be Rs. 15000 /- (Non- Residential) plus GST for the programme. Accommodation for outstation participants will be facilitated on request at IPE, Osmania University Campus, Hyderabad on payment basis.

Bank Details of IPE

Bank Account Name : INSTITUTE OF PUBLIC ENTERPRISE
Bank Account Number: 52198267621
MICR Code : 500002342
IFSC Code : SBIN0020071
PAN Number : AAATI1377G
GST Number : 36 AAATI1377G2ZP

Programme Directors

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