ABOUT DIGITAL MARKETING

The world is now online. This has made digital marketing channels and social media the most widespread, interactive and essential of all modern marketing tools. Any effective marketing campaign will include them in its strategy.

As the name suggests, digital marketing can be termed as or defined as an approach, a strategy, or a branding and marketing exercise using digital platforms. Digital Marketing is the promotion of your brand, product or service online.

It is believed that Digital Marketing is now the most important part of the marketing mix. It has grown rapidly in the past few years as more and more businesses are realizing the importance of a good online presence.

Digital Marketing includes many advertising channels including SEO, email marketing, social Media marketing, pay per click advertising, Google Adwords, mobile marketing.

Who Can Do It: Students seeking for an attractive career in Marketing, Entrepreneurs to enhance the business visibility and sales. Working professionals from advertising, marketing, information technology, sales, or business development who wants to specialize in Digital Marketing, Freelancers.
### Career Opportunities, Course Structure and Pre-Requisites

- Digital marketing to create 1.5 lakh jobs within next 2 yrs and there is huge shortage of specialised professionals
- You can work as Digital Marketing Manager, SEO Manager, SEM Specialist and Digital Sales Executive, Social Media, Email Marketing, Web Analytics etc, work as a Freelancer or support your own business
- The salary packages depends on the industry and companies

#### Topics and Structure

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<th>Day</th>
<th>Topics</th>
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<tr>
<td>1</td>
<td><strong>Introduction To Digital Marketing:</strong> Planning Digital Marketing Campaigns, Website Planning and Development, Essentials of a website</td>
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<td>2</td>
<td><strong>Google Analytics:</strong> Fundamentals of Google analytics, Monitoring bounce rate, tracking conversions, Monitoring traffic sources, Monitoring visitors behavior, Measuring and Monitoring metrics, Setting up Dashboards</td>
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<td>3 &amp; 4</td>
<td><strong>Search Engine Optimization:</strong> SEO Strategy, Keyword Research, Tools to find keywords (paid &amp; free), Google Adwords, Planning SEO of a website, setting-up SEO process, Content Marketing, On page &amp; Off page optimization, SEO Webmaster Tool, Mobile SEO</td>
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<td>5 &amp; 6</td>
<td><strong>Search Engine Marketing(SEM) Framework:</strong> Online advertising &amp; Ad Networks, Creation of Search Campaigns, Writing Compelling Ad Copies, Creation of Effective Campaigns and Ad groups, Digital Display Campaigning, Tracking &amp; measuring ROI of online advertising, Optimizing Ad Performance, Strategy of allocate funds to various online Advertising platforms</td>
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<td>7 &amp; 8</td>
<td><strong>Strategy of Social Media Marketing:</strong> Defining the communication strategy, Setting up brand presence, Social Listening, Engaging with followers, Engagement on Facebook/Twitter/LinkedIn/Google+, Understanding Social Media ROI</td>
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<td>9 &amp; 10</td>
<td><strong>Framework of Email Marketing &amp; Going mobile:</strong> Essentials of Writing a good email, Using Opt-in, Segmentation of subscribers, Scheduling sending frequency, Blacklisting, Email Service Provider, Split testing and A/B testing of campaign, Monitoring Email Campaign, Post Campaign Strategies, Going mobile &amp; Competitor Benchmarking, Affiliate/Ecommerce Marketing</td>
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<td>11</td>
<td><strong>Lead Management:</strong> Setting up a lead management system, what are Landing Pages, Conversion Rate Optimization, What is Lead Generation, Growth Hacking, Nurturing the leads Growth</td>
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### Training Highlights

**Online Training:** Learn from Digital Marketing Industry Experts and Prepare yourself for Google certification.

**Online Materials:** Topic Wise study material in the form of Presentation and Case Studies, Practical Exercises, Quiz/Assignment with detailed answers and explanation, Doubt solving forum to interact with faculty and fellow students.

**Study Material:** Hard Copy of Study Notes.

**Our Faculty:** At EduPristine we invite industry professionals to conduct training (Topic Expert Model).

**Support:** Online access to materials, doubt solving forum to interact with faculty and fellow students.

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**Pre-Requisites:** Students should have fundamental knowledge on MS-Office.

**Training Fees is Rs. 24,000/- (Inclusive of taxes.)**
ABOUT EDUPRISTINE

EduPristine is a professional training company which conducts training in Finance (CFA, FRM), Financial Modeling, Accounting (CPA, ACCA, CMA), Business Analytics, Big Data, Hadoop and Digital Marketing.

It has conducted more than one-million man-hours of class-room and online training for more than 25,000 professionals and students across 40 countries. Trusted by Fortune 500 companies, EduPristine has been founded by industry professionals from companies like Goldman Sachs, S&P, Accenture and Standard Chartered.

Testimonials

Ranjan Besekar: “I work in a Financial Service company in CRM domain. I was intrigued to take up the ‘Digital Marketing course’ when I was already a student with EduPristine for ‘Business Analytics course’. The course extensively covered the basics of Digital marketing. The lecturer had far-reaching knowledge in the field and gave us practical assignments. This helped us to cover the course in totality”.

Vikash Toshniwala: “I had a great experience with EduPristine while learning the digital marketing course. They not only have well experienced faculty, but are at par with great teaching skills as well. Edupristine has helped build our interest towards the Digital Marketing field and persuaded us to reach the next level in realm of Marketing”.

Nilesh: “Have been working in Digital Marketing since 8 years and managing team of 50 odd employees. I needed to be not one step but 10 steps ahead of my team to guide them through the process. I chose EduPristine because of the hands-on practical training on most of the training topics they provide. The faculties have domain experience in Digital marketing, which sets them apart. I recommend everyone aspiring to be in Digital Marketing to go for EduPristine’s course as now I now I think I have made a right decision by choosing EduPristine.”

Sumeet Verma: “I had come here to explore what Digital Marketing is. With EduPristine, my exploration got into interest and now I am looking to go beyond. I would really want to thank EduPristine for it.”

Contact Us:

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www.edupristine.com