

DIGITAL MARKETING

5 DAYS TRAINING!

OBJECTIVE

- 1 Understanding** Inbound Marketing Fundamentals:
 - Participants will be able to understand the Inbound Methodology and how it helps businesses attract, engage and delight customers.
- 2 Creating an effective** inbound marketing strategy. Participants will be able to create a comprehensive inbound marketing strategy, including:
 - Buyer personas and buyer's journey definition to identify and target ideal leads and customers.
 - Content marketing, search engine and social media strategies to attract new people to a brand.
- 3 Understand** how software and technology enable businesses to go-to-market today. Students will be able explain how modern businesses use technology from blogging software to CRM to chatbots to create a delightful end-to-end experience for their visits, leads and customers.

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Digital Marketing has changed how individuals and businesses communicate. It has completely revamped traditional marketing, as more and more people turn online to get their needs met. With more people across the globe hanging out on social media, it has become the best place for businesses to meet their audience. Hence social media influencer hold a key role in business marketing and can attract a lot of new customers to existing business.


COURSE CONTENT

- **Introduction** to Digital Marketing
- **Introduction** to E-Commerce
- **Strategy** & Planning
- **Search Engine Marketing**
- **Display Advertising**
- **Social Media Marketing**
- **Email Marketing**
- **Mobile Marketing**
- **Search Engine Optimisation**
- **Web Analytics**


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