

Digital Marketing : Adding Value to Your Business



The power of digital marketing allows geographical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

The objective of this course is to enable delegates to gain knowledge and skills required for planning and implementing Digital Marketing initiatives, to impart/enhance practical digital marketing skills to become a successful Digital

Who should attend ?

- ◆ Aspiring digital marketing professionals
- ◆ Sales / Marketing Heads & Team members
- ◆ PR and communication professionals
- ◆ Entrepreneurs
- ◆ CMOs / CEOs
- ◆ Business Promotion Agents / Consultants
- ◆ Media / Advertisement Professionals

Faculty

TUV India approved tutor having excellent professional experience with practiced skills in Digital Marketing.

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Course Contents

- ◆ Course introduction,
- ◆ Basics of Digital Marketing
- ◆ Customer persona and customer journey
- ◆ Customer touch points,
- ◆ Why digital marketing? Focus on:
 - * Enlarging playground : The GAFA economy
 - * Knowing digital space
 - * B2B vs B2C expectations
 - * Technological improvements and avenues
 - * Reach to potential customer
 - * Customer Persona
 - * Integrated Digital Marketing Model
 - * Performance evaluation & improvement – Measurement of success
- ◆ Goals , KPIs and Analysis
- ◆ Individual / Syndicate exercises
- ◆ Summing-up & Feedback

Pre-requisite/Prior knowledge

All delegates should have reasonably good understanding on basic marketing approaches in their respective fields and knowledge

Certificate

TUV India certificate of participation shall be issued to all the delegates attending the course.

Duration

1 Day.