

Online Awareness Program On Digital Sales & Marketing

Date : 29th August 2020, Time: 9.30am to 3.30pm

Course Features

- ♣ This course has been designed with an objective to familiarize participants with key aspects of digital sales & marketing.
- ♣ The participant is expected to gain working knowledge in digital marketing domain and develop an understanding of the framework within online marketing businesses and its operations.

Course Objectives

- ♣ To enable delegates to understand the basics in Digital Marketing.
- ♣ To update changes in new marketing and sales opportunities in Digital Age.
- ♣ To understand robust process approach and risk based thinking.
- ♣ To understand the benefits of implementation / usage of elements of digital marketing.
- ♣ Few concepts of e Commerce.
- ♣ Understanding enablers of linkage of Customer Journeys and Sales & Marketing Key Performance Indicators.
- ♣ Enjoy basic digital transforming spirit.

Who should attend?

- ♣ Aspiring digital marketing professionals.
- ♣ Sales / Marketing Heads & Team members
- ♣ PR and communication professionals.
- ♣ Professionals in fields like customer relations, product development, consultation etc. who have an increasing need to understand digital marketing platforms to increase reach and improve efficiencies.
- ♣ Entrepreneurs, CMOs / CEOs.
- ♣ Business Promotion Agents / Consultants.
- ♣ Media / Advertisement Professionals.
- ♣ Interns or early professionals who want to enhance their knowledge on online marketing methods.

**Registration Fee : Rs. 1500 + 18 % GST
Per Participant**

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Course Contents

- ♣ Course introduction.
- ♣ Basics of Digital Marketing.
- ♣ Customer persona and customer journey.
- ♣ Customer touch points.
- ♣ Why digital marketing?
- ♣ Goals, KPIs and Analysis.
- ♣ Individual / Syndicate exercises.



Issue of Certificate

Certificate of successful attendance shall be issued to all the delegates who attend entire duration of the course.

Duration: 6 Hours including break of 1 Hour



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