

Digital Marketing : Adding Value to Your Business



Overview

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.

Course Features:

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 Marketing Professional.

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.

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 of 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

About Us:

TUV India Pvt. Ltd. (TÜV NORD GROUP) is a customer-focused, innovative, and independent, technical, quality & safety services organization, dedicated to providing future-proof solutions through technological excellence for the success of its customers with the highest level of integrity. With a presence at over 40 strategic locations in India; a branch office in Sri Lanka and Bangladesh; state-of-the-art laboratories at Pune, Bengaluru, Noida and Jamnagar; 100 important countries worldwide and through digital means, we are always connected to you, our esteemed customer, anywhere, anytime.

We are proud to provide increasing levels of services to the best known, largest global and national companies as well as medium and small industries in diverse sectors like Oil & Gas, Petrochemical, Nuclear, Renewables, Infrastructure, Food, Power, Manufacturing, Chemicals, Pharma, Paper, Automobiles, Railways, Aerospace, Defence, IT, Health, Hospitality, Retail, etc.

Over 1400 competent and experienced TUV India experts spread across India and over 14000 TÜV NORD experts all over the world, enthusiastically support our clients by providing value-added services in Industry Inspection, European / International Approvals, Management System & IT Certification, Sustainability, Energy Audit, Water Audit, Carbon Services, Building Infrastructure & PMC, Renewable Energy, Food & Packaging Testing, Food Certification & Inspection;

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Our Services Portfolio:

- Industrial Inspection
- Management Systems & IT Certification
- Building, Infrastructure and Project Management
- Renewable Energy
- Railway Technology
- Petroleum, Chemicals and Gas Cargo Inspection
- Product Certification
- Product Testing for Electronics, Electricals, Machinery & Industrial, Automotive Batteries
- Food and Packaging Testing
- Advanced Chemical & Material Testing
- Petroleum, Chemical & Gas Testing
- Training Academy

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