



# Workshop on Digital Marketing

11-12 April , 2015

Organised by

**Anubhav-the CBM Club**

**Faculty of Commerce & Business Management**

**DAV UNIVERSITY, JALANDHAR**

*in association with*

**Blue Digital Media**

## Program Objective

This Digital marketing course is designed to provide 360° perspective of Marketing of Products and Services in Digital Space. 3 ways learning approach.

- Learning via Trainer from Scratch, in modules
- Practicing with Trainer in same time
- Work on a live project -from digital strategy build up to execution.

## Why to do at this time?

Today, every organization need is to go Digital. So in their recruitment they look Digital Marketing credentials in a candidate, who specialize Marketing, sales and HR.

The best way to learn is from Industry experts. Who have spent substantial years in doing the same for brands? Where Case Studies are real time case studies. Daily assignments and exams keeps you completely engaged in the Workshop.

## Program Duration and Code of Conduct

- 16 hours or 2 days boot camp Program
- 9:00 am to 6:00 pm (Daily Schedule).
- Assignments
- Exam at the end of the course
- Live project and presentation on the last day
- Delivery mechanism – Real time Instructor led Workshop

## Roadmaps of Workshop

|                                                         |                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module 1 : The Digital Marketing Ecosystem</b>       | <ul style="list-style-type: none"> <li>• Digital Marketing landscape</li> <li>• Internet population - Who are online today, Facts and statistics?</li> <li>• Online Consumer Behavior</li> <li>• Emerging trends</li> <li>• Components in Online Space</li> </ul>                                                             |
| <b>Module 2 : Online Banner Advertising</b>             | <ul style="list-style-type: none"> <li>• Understanding Display advertising</li> <li>• Types of banners and concepts</li> <li>• Inventory management</li> <li>• Video banners</li> <li>• Ad serving, tagging, analyzing and reporting</li> </ul>                                                                               |
| <b>Module 3 : Search Engine Optimization</b>            | <ul style="list-style-type: none"> <li>• What is SEO ?</li> <li>• Process and methodology</li> <li>• Off page and on page activities</li> <li>• Link building</li> <li>• Key word analysis, process and optimization</li> <li>• Top 20 SEO tips</li> </ul>                                                                    |
| <b>Module 4 : Email Marketing</b>                       | <ul style="list-style-type: none"> <li>• Understanding email marketing channel</li> <li>• Policies and Principles with best practice</li> <li>• Creation of mailer and Process (In-house, 3rd party vendors)</li> <li>• Email platforms and management tools for eg: icubes</li> <li>• Analysis of mailer activity</li> </ul> |
| <b>Module 5 : Pay Per Click Advertising Model (SEM)</b> | <ul style="list-style-type: none"> <li>• Understanding the PPC model</li> <li>• SEM landscape</li> </ul>                                                                                                                                                                                                                      |

|                                                                 |                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                 | <ul style="list-style-type: none"> <li>• Google Adwords walk through</li> <li>• Landing pages and their importance</li> </ul>                                                                                                                                                                                                                  |
| <b>Module 6 : Digital Media Planning, Buying and Execution</b>  | <ul style="list-style-type: none"> <li>• What is Media planning</li> <li>• Bought, owned and earned media</li> <li>• Understanding Digital channels and planning</li> <li>• Online media mix modeling, channel selection</li> <li>• Ad serving, tagging and reporting</li> <li>• Role of publishers, Networks and exchanges</li> </ul>         |
| <b>Module 7 : Tracking, Analytics and Campaign Optimization</b> | <ul style="list-style-type: none"> <li>• Understanding web business goals</li> <li>• Measurement matrix</li> <li>• Visitor journey via Google analytics</li> <li>• Pre and post click behavior</li> <li>• Analytics based optimization (A/B split &amp; Multivariate) Understanding key site tracking &amp; monitoring platforms</li> </ul>    |
| <b>Module 8 : Social Media Marketing &amp; Online PR</b>        | <ul style="list-style-type: none"> <li>• Online reputation management</li> <li>• Social Media measuring, monitoring &amp; reporting</li> <li>• Tracking &amp; Monitoring platforms</li> <li>• How to use blogs, forums and discussion boards</li> <li>• Blogs, forums and communities</li> <li>• What is Online PR and its channels</li> </ul> |
| <b>Module 9 : Affiliate Marketing</b>                           | <ul style="list-style-type: none"> <li>• Who is an Affiliate understanding Affiliate network</li> <li>• Affiliate marketing companies and business models</li> <li>• Network and Challenges in AM</li> </ul>                                                                                                                                   |
| <b>Module 10 : Mobile Marketing</b>                             | <ul style="list-style-type: none"> <li>• Understanding mobile audience and reach</li> <li>• Single screen Landscape &amp; trends</li> <li>• Mobile advertising – WAP &amp; mobile search</li> <li>• Mobile applications and consumer usage behavior</li> </ul>                                                                                 |
| <b>Module 11 : Understanding E-Commerce and M-Commerce</b>      | <ul style="list-style-type: none"> <li>• Online shopping and E-commerce</li> <li>• Components of E-commerce – Website, Payment gateway, process Flipkart Business model</li> <li>• Online retention, e-loyalty</li> <li>• M-Commerce</li> </ul>                                                                                                |
| <b>Module 12 : Case Study, presentations and Exam</b>           | <ul style="list-style-type: none"> <li>• Discussion on 2 Digital Marketing case Studies.</li> <li>• Groups will create presentations on given topics</li> <li>• Exam at the end.</li> <li>• Certificate Distribution</li> </ul>                                                                                                                |

**About the Trainer:** The workshop will be conducted by Gaurav Singhal - distinguished Industry expert who has expertise in Digital Marketing space. He has devised Digital Marketing Strategies for numerous International and national Brands including : Microsoft, General Motors, Eureka Forbes, Makemytrip.com, Monster.com, Kotak Mahindra Bank, Aviva, Apollo Health Care, Fashionandyou.com, LG, Indiatimes.com, East India Hotels (Oberoi Group) and Parasnath Builders, etc.

**Number of Seats: 50** (On first come first serve basis)

**Requirements:** Please carry your Laptop, if you have one.

**Venue:** DAV University, Jalandhar

**For Registration: Click on the following link to fill the registration form:**

[www.tinyurl.com/DAVU-WDM](http://www.tinyurl.com/DAVU-WDM)

**Workshop Fee:** Rs. 1000/- per participant, Payment Options:

| 1. Demand Draft :                                                                | 2. NEFT transfer :                                                            |                                                                                                                                    |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| in favour of 'ANUBHAV-THE CBM CLUB'<br>Payable at SBI DAV University, Jalandhar. | ACCOUNT NO<br>ACCOUNT NAME<br>BANK NAME<br>BRANCH<br>BRANCH CODE<br>IFSC CODE | 34820528560<br>ANUBHAV-THE CBM CLUB<br>STATE BANK OF INDIA<br>SARMASTPUR, DAV UNIVERSITY, JALANDHAR-144012<br>16307<br>SBIN0016307 |

For any query, please contact: Ajay Dutta (9915540134) MBA-II, Sarpreet Singh (9464784394) MBA-II Shubham Mahajan (9592206671) MBA-II, Himanshu Grover (9501313337) M Com (Hons)-II

**Last date for registration: 5 April, 2015**