



Digital Marketing

Digital Marketing is an integral part of everyone's life. Everyone of us is surrounded by digital marketing in some way or other, nowadays we are carrying a full-fledged market in our pockets. Let's understand how you can turn customers through digital marketing.

People spend twice as much time online. And while we say it a lot, the way people shop and buy really has changed, meaning offline marketing isn't as effective as it used to be.

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time: on the internet.

After The Workshop:

This Workshop explores several aspects of the new digital marketing environment, including topics such as digital marketing analytics, search engine optimization, social media marketing, and Mobile Marketing. When you complete the Digital Marketing Workshop you will have a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of stories, concepts, and tools to help you digitally create, distribute, promote and price products and services.

Introduction

- ☐ Introduction to Digital Marketing
- ☐ Creating a Smooth online experience
- ☐ Why care about online marketing
- ☐ Channels for Online Promotion
- ☐ Deciding the outline for online Marketing

☐ Content Marketing☐

- ☐ Designing Content for online market place
- ☐ Distributing Content
- ☐ Content Marketing Channels
- ☐ Developing relevant Infographics

☐ Promoting your Business☐

- ☐ Business Marketing and Advertising
- ☐ Blogging and social Media
- ☐ Digital Influencer Marketing



☐ Search Engine Marketing

☐ **Getting Started with Search** ☐☐

☐ Search engine Basics

☐ How Search Engine works

☐ How Search Engine see the webpage

☐ Paid Search

☐ **Getting discovered with Search**☐

☐ Introduction to Search engine Optimization

☐ The SEO Process

☐ How to Choose perfect keyword

☐ Setting realistic SEO goals

☐ Hands experience of SEO Tools (Sem Rush, Google Keyword Planner, aherf)

☐ Live SEO on WordPress Website

☐ **Online Marketing**☐

☐ Online Advertising overview

☐ Types of Display Advertising Buying

☐ Online Advertising

☐ How to run an Online Ad Campaign

☐ **Search Engine Marketing**☐

☐ Introduction to Search Engine Marketing (SEM)

☐ The SEM Auction

☐ What makes a good Keyword Make your ad stand out

☐ Achieve relevance with good structure

☐ Get the most keyword

☐ A/B testing

☐ **Social Media Marketing**☐

☐ Introduction to Social Media Marketing



- ☐ Social Media Strategy
- ☐ Customer Management
- ☐ Facebook Marketing
- ☐ LinkedIn Marketing
- ☐ Twitter Marketing
- ☐ Instagram Marketing
- ☐ Blogging
- ☐ Other Emerging Social Media Platforms (Tumblr, Periscope, etc.)
- ☐ Social Media Marketing Tools (IBM Bluemix, Klout, etc.)
- ☐ Crisis Management
- ☐ Measuring ROI

☐ **Video Marketing**☐

- ☐ Rise of online video
- ☐ How video fits into your online video strategy
- ☐ Creating video content
- ☐ Sharing and promoting video
- ☐ Advertising on video sites
- ☐ Measuring video performance

☐ **Mobile Marketing**☐

- ☐ Introduction to Mobile Marketing
- ☐ Search campaigns for mobile
- ☐ Display Campaigns for mobile
- ☐ Social Media Campaigns for mobile
- ☐ Video for mobile

☐ **Email Marketing**☐

- ☐ Email Marketing Basics



- ☒ Email Marketing options
- ☒ Crafting great marketing deals
- ☒ Managing Successful email campaigns
- ☒ Measuring success in email marketing
- ☒ **Get Noticed Locally** ☒☒
- ☒ Marketing to locals
- ☒ The power of local directories
- ☒ Using digital to advertisements locally
- ☒ Reaching locals on their mobiles
- ☒ SEO for local Business

☒ **Analytics**☒

- ☒ What is web analytics
- ☒ Making web analytics work for you
- ☒ Tracking specific goals with web analytics
- ☒ Web analytics and organic search
- ☒ Tools to measure SEM
- ☒ Breaking down your data for insights
- ☒☒

☒ **Quiz**☒

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- ☒ Interactive Q&A

Benefits

- Internship opportunities based on performance in Digital Marketing by Digi Infy



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