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# DIGITAL MARKETING FOR WORKING PROFESSIONALS

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# CONTENT OF THE DIGITAL MARKETING *for* WORKING PROFESSIONALS COURSE

## 1. **Introduction** (*Session 1*)

- a. Digital Media - a Disruptive Force
- b. Concept of Digital Assets, its importance to organisation
- c. Securing Digital Assets
- d. Digital Disruption in Marketing
- e. Industry Outlook for Digital Marketing
- f. Overview of Digital Marketing Tools
- g. Paid, Owned, Earned and Shared Media
- h. Inbound and Outbound Digital Marketing
- i. Digital Beyond Marketing

## 2. **Effective Inbound Marketing using Search Engine Optimisation (SEO)** (*Sessions 2 & 3*)

- a. SEO – What, What Not and Why
- b. Concept of SERP, measuring SERP
- c. On Page SEO Fundamentals,
- d. What to ask from your technical team for effective On Page SEO - role of key technical elements like sitemap, index, meta tags, header tags, alt attributes, permalink, dynamic URL and deeplink, etc.
- e. Off Page SEO Fundamentals
- f. Concept of Back-link and impact of link juice
- g. Understanding the impact of Panda, Penguin and EMD algorithm on SEO
- h. Concept of PageRank, Domain Authority and Page Authority
- i. Local SEO
- j. Google My Business
- k. SEO Audit Tools and their utility
- l. Understanding Black Hat SEO and how to avoid them
- m. Concept of Toxic links and Disavowing
- n. Use of Google Search Console



### 3. Search Engine Marketing (SEM) as Paid Inbound Marketing Technique (Sessions 4 & 5)

- a. TROM (Targeting, Real Time Bidding, Outcome based Pricing and Real Time Measurement of Outcome) Principle, Concept of “Keywords”
- b. Real Time Bidding Theory, Concept of Ad Quality and Ad Rank
- c. Bidding Strategies for Search Campaigns (PPC/CPC, Target Search Page Location, Target Outranking Share)
- d. Planning and Budgeting for Search Campaign
- e. Principles for setting up a Search Campaign
- f. Use of Ad Extension, Ad Scheduling, Ad Rotation, Advanced Location Targeting

Page | 2

### 4. Paid Outbound Marketing – Online Display Campaign (Session 6)

- a. Evolution of Online Display Campaign
- b. Similarity and Difference with ad sale and distribution for print, radio and television
- c. Concept of Demand Side Platform (DSP), Supply Side Platform (SSP), Data Management Platform (DMP) and Ad Exchange
- d. Google as a unified DSP, SSP, DMP and Ad Exchange Platform
- e. Evolution of “Adman” to “Mathman” and its impact on marketing organisation and agencies

### 5. Online Display and Video Campaigns using Adwords and YouTube (Sessions 7 & 8)

- a. Concept of GDN
- b. Keywords, Topics, Interest, Placement and Demographics for Display Campaign Targeting
- c. Planning and Budgeting for Adwords Display Campaign
- d. Bidding Strategies for Display Campaigns (PPM/ CPM and vCPM)
- e. Various Ad Formats in Display Campaigns – Rich Media Ads using Lightbox, Responsive Ads, Video Ads, Gmail Ads
- f. Video Campaign using YouTube Channel and YouTube Creator Studio
- g. Video Campaign Targeting methods

### 6. Leveraging Social Media for Market Development and Branding (Sessions 9 to 11)

- a. Business objectives of leveraging Social Media – which, when and how
- b. Concept of Account, Page, Post, Group and Event in Facebook and their right usage
- c. Facebook post reach and engagement – Edgerank Algorithm
- d. Targeting and bidding in Facebook
- e. Promoting Page, Post and Event
- f. Leveraging Contests and Polls in Facebook



- g. Leveraging Twitter for Buzz Marketing
- h. Leveraging LinkedIn for B2B Marketing and professional networking

**7. Remarketing/Retargeting – Communicating to the “Intent to Purchase” Audience** *(Sessions 12 to 14)*

- a. Targeting audience with an “intent to purchase”
- b. Remarketing using Google Adwords – Rule based and Tag based
- c. Google Shopping Ad
- d. Dynamic Remarketing using Adwords and industry specific “feed”
- e. Defining Goals and Conversions and using them to create Remarketing Lists
- f. Retargeting using Facebook

**8. E-Mail Marketing** *(Session 15)*

- a. Principles
- b. CAN-SPAM Act and its implications
- c. Useful E-Mail Marketing tools like Mailchimp, Sendgrid

**9. Mobile Marketing** *(Sessions 16 & 17)*

- a. Understanding the difference between website, responsive website, mobile website, and mobile app
- b. Crafting a mobile strategy for organisation
- c. SMS Marketing – Promotional and Transactional SMS
- d. Use of QR Code and Proximity Marketing
- e. Delivering digital ads on mobile devices through search, display, video and social networks
- f. Marketing mobile app using Adwords and Social Media

**10. Digital Media Analytics** *(Session 18 to 20)*

- a. Importance of Digital Media Analytics
- b. Google Analytics – Audience, Acquisition, and Behaviour Analytics
- c. Setting up and measuring Goals and Conversions, Multichannel Conversion, Attribution Modelling
- d. Using Goal and Conversions for Remarketing and Conversion Tracking in Adwords

**11. Campaign Analytics** *(Sessions 21 & 22)*

- a. Defining Campaign Metrics
- b. Analysing Adwords Campaigns
- c. Defining Conversions and Conversion Tracking

- d. Understanding and analysing Interaction, Engagement, and Expenditure metrics
- e. Competitor Campaign Analytics
- f. Social Media Campaign Analytics



## 12. Digital Marketing Strategy (Sessions 23 & 24)

- a. Developing an Integrated Digital Marketing Strategy
- b. Budgeting for Digital
- c. Identifying and developing digital marketing capability and capacity
- d. Deciding on in-house/ outsource options
- e. Selecting the right Agency – developing RFPs and evaluating proposals
- f. Developing a Digital Marketing Proposal for clients
- g. Setting KRAs and KPIs for Digital Marketing projects
- h. Managing Digital Marketing Teams (in-house and Agencies)
- i. Managing access to Digital Assets, concept of various access levels in assets like Adwords and Social Media accounts, use of MCC account in Adwords and Business Manager account in Facebook, developing hand-over and take-over procedure for digital assets

