



# INDOFAST DIGITAL MEDIA

## (A COMPLETE DIGITAL MARKETING HUB)

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### Introduction to Digital Marketing

The effect of the internet and related technologies is more profound than any other revolutions in the modern era. The world is going digital, so is the marketing. The digital landscape is changing the way we do advertising & marketing. It has opened new opportunities as well as challenges to marketers.

This course on Digital Marketing Analytics provides a quantitative approach to understanding and harnessing tools like online advertising and social media to meet business objectives. At the same time, it lays strong conceptual understanding to use analytics for business decisions and predictions.

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.

### Course Overview

This course is designed by practicing managers and subject experts. It aims at covering the basic marketing and advertising concepts, revisit the fundamental statistical tools for analysis and prediction along with in-depth knowledge of digital marketing and analytical tools. The major digital marketing tools covered in this course are email marketing, SEO/SEM, pay per click, affiliate marketing, digital display, mobile marketing, online video and social media analytics.

This course aimed at practical learning therefore most concepts will be linked with hands on training, where students will be expected to work with marketing datasets, dummy display ads virtual website optimization based on instructions in lectures and class discussions. Live experience of analyzing responses with statistical software, launching of dummy display ads, creating optimization of website through Google Ad words are some of the key features of the program.

At the end of this course, the participants will understand various channels and activities essential to plan implementing and manage an effective digital marketing strategy for their businesses. Digital Marketing Course is an initiative designed to educate students and practitioners in the area of Digital Marketing analytics and make them ready for jobs or prepare them to launch campaign for their own organizations

The Professional Certificate in Digital Marketing analytics is recommended to anyone involved in the planning, implementation or measurement of Digital strategies - or anyone who is looking to add a new skill set and pursue a career in this dynamic field of marketing.

## Why should attend Digital Marketing?

1. Learn from the best in the industry
2. Planning and digital marketing strategy
3. Social media marketing
4. SEO (search engine optimization)
5. PPC (pay per click advertising)
6. Analytics tools and ROI tracking
7. Mobile marketing
8. Video marketing
9. Email marketing
10. Marketing automation

## Who Should Attend Digital Marketing?

- ❖ Professionals who need to understand Digital Marketing or get more out of their Digital channels.
- ❖ Anyone responsible for developing or implementing organization's online strategy.
- ❖ Traditional marketers who want to fast-track their marketing career or enter the digital world.
- ❖ Entrepreneurs who need to maximize online channels for growing their business.
- ❖ Students who want to gain knowledge on Digital Marketing and increase their job opportunities.

## Course Objectives

The objective of the course is to help participants to understand digital marketing methods, from a variety of perspectives—as analysts, consumers and entrepreneurs. The emphasis in this course will be on developing fundamental concepts along with practical application. We expect participants of this course to start working independently as digital marketing experts.

## Program Structure

The course is divided into 6 modules. Once a module is completed, the student automatically progresses to the next module.

## Digital Marketing Course Modules

### *Digital Marketing Course Coverage [6 Core Modules + Specialization Modules]*

- ❖ **Email Marketing** – Learn how to effectively build your users lists, deliver emails & generate relevant clicks
- ❖ **Social Media Marketing (SMM)** – Learn how to build brand, generate leads & aggregate audience on Social Media
- ❖ **Inbound Marketing** – Learn how to attract & convert customers through by earning their trust through various techniques such as content marketing
- ❖ **Search Engine Marketing (SEM)** – Learn how to effectively run ads on Search Engines
- ❖ **Search Engine Optimization (SEO)** – Learn how to get website listed among top search engine results
- ❖ **Special Modules-** YouTube Marketing, Blogging, Affiliate Marketing, Mobile Marketing, Selling Digital Marketing, Digital Marketing Strategy & more...

### Our INDOFAST Digital Media Mission and Vision

- ❖ **Our mission:** - We are on a mission to make you employable and get you employed by complementing your education and accentuating your knowledge with a set of skills that employers are looking for. To prepare you with the right skill set for career challenges in the competition – driven industry is our mission.
- ❖ **Our Vision:** - Our vision of a Healthy Economy where every youth is employable and gets employed is the inspiration for our mission “Young India at Work” we believe a nation grows with economic boom, with results from everyone’s contribution. So, every youth needs to be employable and get employed in order to contribute to the growth of economy.

Our vision is rooted in the collective potential of the youth of India, which DIGITAL MARKETING programs can nurture, enrich. Perfect and leverage for high-level employability of individuals. Our employability – enhancing Digital Marketing programs are inspired by a greater vision, a greater purpose and a greater cause.

Our vision at Digital Marketing connects with thousands of dreams of employment in deferent niches. Our vision of “young India at work” is a statement on the power of innovation and competence that confidence generates. With this vision in focus, we are committed to make India a nation of skilled individuals who are confidently employable.

