



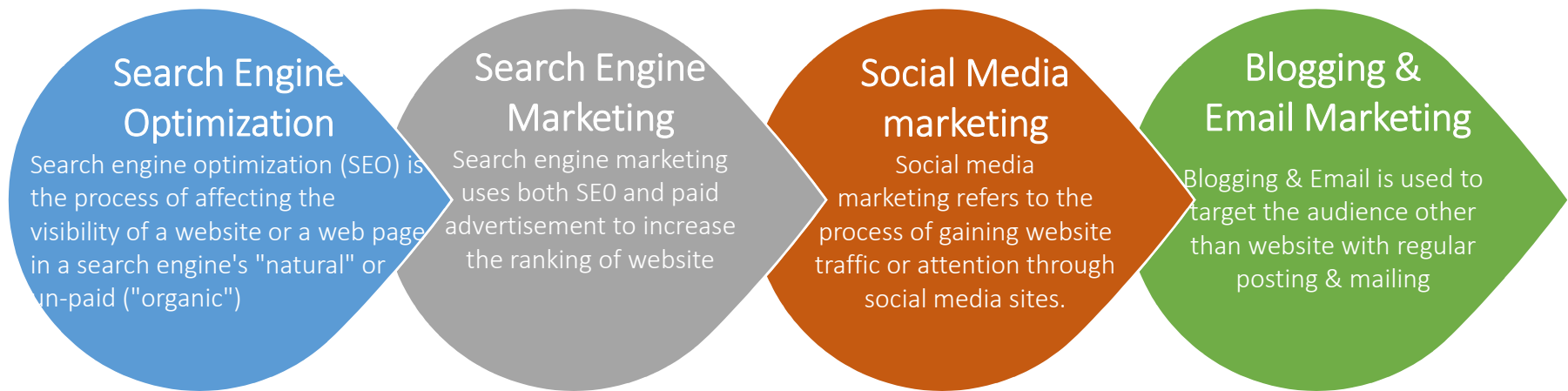
Digital Marketing Training Course





Digital Marketing

Digital marketing is marketing that makes use of electronic devices such as computers, tablets, smartphones, cellphones, digital billboards, and game consoles to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing.



Analytics

Business Intelligence | Reports & Charts | Dashboard | Big Data Analytics

Digital Marketing Landscape



Future of Digital Marketing

1

243 million internet users in India; 500 million expected by 2018

2

65% Increase in number of intakes by the e-commerce sector from B-schools & Engineering colleges

3

\$2.3 billion e-tailing market to reach \$32 billion size by 2020

Digital Marketing
Strategies Focused on Increasing The Reach & Visibility of Your Business.



4

Mobile Internet penetration will reach 55 per cent in 2018

5

Internet advertising is expected to grow from \$133 billion to \$194.5 billion in the same duration of time



Who Should Attend

1

Professionals who need to understand Digital Marketing or get more out of their Digital channels

2

Small business owners who need to maximize online channels for growing their business

3

Students who want to upskill in Digital Marketing

4

Marketers who want to fast-track their career or improve their position in the market-place

5

Internet based entrepreneurs who need to develop an online robust business model



Digital Marketing Curriculum





Digital Marketing Course Modules



Digital Marketing Overview



Web Planning



Search Engine Optimization



Search Engine Marketing



Online Advertising



Social Media Marketing



Content & Blogging



Digital Marketing Course Modules



Google Analytics



E-commerce Marketing



Affiliate Marketing



E-mail Marketing



Mobile Marketing



Inbound Marketing



Social Media Tools



Digital Marketing : Overview & Website Analysis



Digital Marketing Overview

- What is Digital Marketing?
- Importance of Digital Marketing
- Digital Marketing Landscapes
- Digital Vs. Traditional Marketing
- How Digital Marketing works?
- Preface to Digital Marketing
- Significance of SEO
- Directories vs. Search Engines
- Main Search Engines



Website Planning & Analysis

- Website Overview
- Types of websites
- Websites vs. Portals
- Page rank
- Architecture of Website
- Website Designing Basics
- Domain, Hosting
- SWOT analysis of website
- Difference between dynamic & static website
- Target Segmentation



Digital Marketing : On Page & Off Page Optimization (SEO)



On Page Optimization

- What is SEO
- How search engines work?
- Site Analysis
- Analysis of Similar websites
- Meta Tags & Sitemaps
- Creating Robots file
- Optimize SEO Content
- Keyword Research & Density
- Meta tags creation
- Quick indexing techniques
- Case Study on White Hat, Black Hat & Grey Hat SEO
- Google Sandbox Effect
- Image Optimization
- Optimization of Keyword



Off Page Optimization

- Type of Backlinks
- Quality Backlinks Increment
- Link Building
- Google Friendly Link Building
- Articles Submission
- Blog Marketing
- Web 2.0 Submission
- Yahoo Question Participation
- Directory Submission
- Press Releases
- Forums Posting
- Social Bookmarking
- Classifieds Submission
- Google Maps
- Business Local Listing



Digital Marketing : Online Advertising & SEM



Search Engine Marketing

- PPC-Keyword Research
- Ad Creation for PPC Campaigning
- Create Effective Ads Groups
- Measurement of Title, Description
- Enhanced ROI from Creative Ads
- Pre-Requisites of Effectual Ads
- Bid Management in PPC
- Significance of Bidding Techniques
- Effects of Quality Score on Bids
- Ways to Increase rankings
- Landing Page for PPC
- Landing Page Importance
- Click-through-Rates
- PPC Reporting & Campaigning Tool



Video & Online Advertising

- Introduction to You tube
- How to Create and Managing an Account
- How to Get audience
- Social Sharing & Comments
- How to Optimize Submissions
- Online Advertisements
- Banner Advertisements
- Rich Media Advertisements
- Textual Advertisements
- Video Advertisements
- Image Advertisements
- Tracking ROI



Digital Marketing : Social Media-Facebook & Twitter



Social Media: Facebook

- Facebook Introduction
- Facebook Trends & case studies
- Facebook Apps
- Successful Marketing
- Using pictures effectively
- Use Facebook to build links
- Facebook business strategies
- Facebook for fan pages
- Facebook Communities
- Facebook Advertising
- Facebook Algorithm
- How to increase traffic
- What Works & Case studies



Social Media: Twitter

- Introduction twitter
- Establishing a brand
- How to tweet
- Twitter lists
- Twitter marketing strategy
- Promotion of twitter accounts
- How to search twitter for keywords relevant to your business
- Tools to listen & measure
- Case studies



Digital Marketing : Social Media-LinkedIn & Blogging



Social Media: LinkedIn

- LinkedIn Introduction
- Company profile Vs. Individual profile
- LinkedIn advertising & practices
- LinkedIn Marketing Strategy
- Growing and managing your contacts in your LinkedIn network
- Company Profile Creation
- Establishing a Corporate Presence
- Groups on LinkedIn
- Increasing Visibility



Social Media: Blogging

- What is Blogging
- Promotion of Blogs
- Submission of Blogs
- Creation of Blogs (BlogSpot, WordPress)
- Weekly Postings on Blogs
- Commenting on Blogs



Digital Marketing : Google Analytics & E-Commerce



Google Analytics

- Importance of Google Analytics
- Fundamentals of Google Analytics
- How to Track Landing Pages
- How to Track Location
- User Tracking
- Tracking Conversions
- Monitoring Website Performance
- Monitoring Visitors Behavior
- Setting up Goals and Funnels
- Other Analytics Platforms



E-commerce

- Introduction Ecommerce Marketing
- Importance of Ecommerce Marketing
- Ecommerce Scenario Globally
- Ecommerce Marketing Strategy
- Case Study on Ecommerce Marketing
- Affiliate Marketing for Ecommerce
- Formulating right Ecommerce Marketing Strategy
- World Wide Top Ecommerce Websites
- Analysis of Ecommerce Websites



Digital Marketing : Affiliate & E-mail Marketing



Affiliate Marketing

- Affiliate Marketing
- Importance of Affiliate Marketing
- Affiliate Marketing Improvement
- Affiliate Marketing History
- Affiliate Marketing Secrets
- Live Examples of Affiliate Marketing
- Top Affiliate Networks All Across the Globe
- Effective ways for Affiliate Marketing



E-mail Marketing

- Setting up an Email Marketing Machine
- Conversation
- Relevance
- Creative & Copy
- Rented List Emails
- Co-branded Emails
- Viral & event Triggered Emails
- E-newsletters
- Enhance better reach
- Behavior patterns
- Analytics



Digital Marketing : Mobile & Inbound Marketing



Mobile Marketing

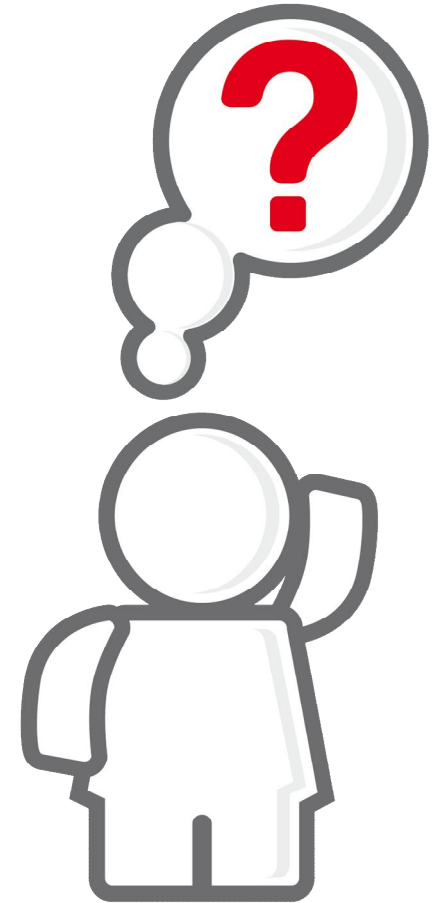
- Grasp the growth trends in mobile
- consumer adoption and use of smartphones and tablets
- mobile shopping
- mobile payments
- customer acquisition & conversion
- long term loyalty
- mobile advertising
- location based marketing,



Inbound Marketing

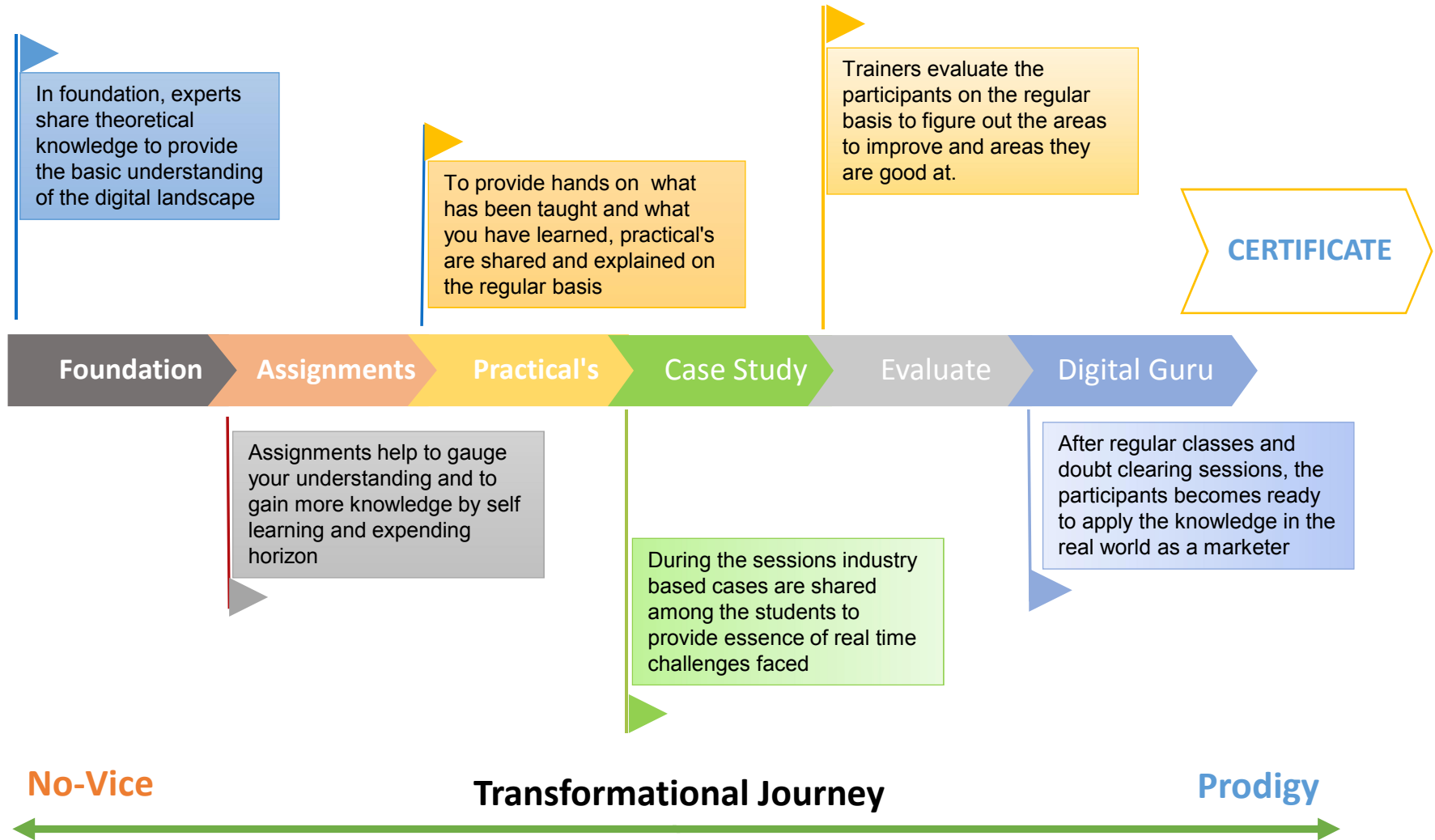
- Traditional marketing: interruptive, marketer/salesperson-centric
- Inbound marketing: be part of the conversation, buyer/human-centric
- Focus efforts on getting the right people to your site
- Empower customers
- The Inbound Methodology: attract, convert, close, delight
- Analysis for a successful inbound strategy

Why DM Tree





Training Methodology





Our Team

Ambikesh Ratnu

What is a computer engineer doing in marketing communications? Living his dream. Engineer in the head, passionate marketer in the heart, that's Ambikesh. Over a period of 8 years, Ambikesh has guided organizations in industries as diverse as IT, HR Outsourcing, Telecom & FMCG to define their overall marketing strategy. He has extensive experience in implementing marketing plans, corporate communications, and budgeting & strategic planning.

He has been associated with CII, NHRDN, AIMA and other industry bodies. He has also managed Business Today's "Best Companies To Work For" initiative. His passion for ethical marketing makes him a pillar of strength at DM Tree.

Vivek Kumar, IIT Delhi

Had it not been for his penchant for creativity and passion for OTB solutions for businesses, Vivek might have been cracking numbers and taking home a fat six figure salary. But coming from a breed of entrepreneurs not so familiar for an engineer with an MBA degree, He has pioneered Digital solutions for businesses which are both creative and result driven. Whether your firm's budget is in modest thousands or whopping crores, He will offer you solution which drives the best out of your money. He is a rare blende of a thinking soul with an analytical mind. You can discuss your business with him over a cup of coffee or a mug of beer- he doesn't mind either.



Our Team

Geetu Ahuja Sharma

Geetu is a seasoned online marketer with more than 11 years of experience in online space. Over the period of time she has headed online marketing for companies like Fashionandyou, Tyroo, Educomp, Seventymm to name a few. She has successfully lead the Online Marketing effort for the biggest internet company in the country for various verticals and achieved phenomenal Online advertising efficiencies.

Geetu introduced website optimization and media buying best practices for maximizing ROI, Search marketing to the Group and currently managing the largest search spend in the country. Geetu is a Google Adwords Certified Professional, and has been a speaker in various Indian and international conferences on Search Marketing and Internet Marketing.

Amit Sharma

Amit is an Information Technology graduate from University of Delhi. In his 10+ years of professional life, he has successfully translated business objectives into learning solutions, managed global teams and clients, created diverse content, and grew as an inspired person while helping others to grow. He worked with a bouquet of companies including Accenture, NIIT, Lionbridge, Whizlabs, FCS, Innodata, and Career Launcher.

Amit has an innate ability to see the big picture and connect the high-level strategy with the task at hand. He tends to bring clarity in thought and action. His creativity and enthusiasm coupled with his integrity enables him to contribute effectively to all his endeavors.



Our Team

Indraneel Mukherjee

A passion for the quali aspects of everything hasn't dimmed over the past 25 years that Indraneel has been in the business. He delves deep into the characters of a brand rather than its features. Having worked on big and small, national and international brands, his keen eye for the soft aspects of a brand makes him such a good brand custodian. Goodyear, Indian Airlines, Reebok, Cartier, Foster's, Hutch, Vodafone, AIMA, Ranbaxy, MSD, RB, GSK, are just some names that define Indraneel's experience.

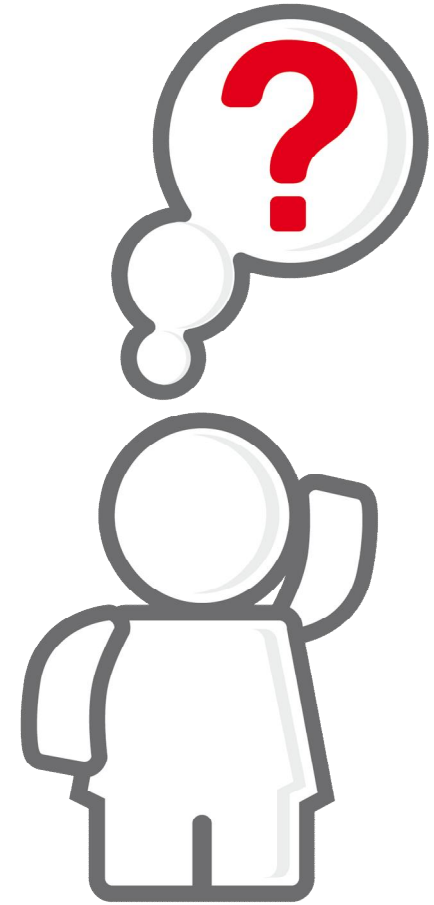
When you speak with him, please do have your answers ready

Rajesh Prothi

With over 24 years of professional experience, Rajesh has counseled & developed communications strategies for various national & international brands like Nokia, 3Com, CommWorks, SDI, Baan, Intelsat, Rockwell as Head Technology Practice at Ogilvy PR, New Delhi.

Rajesh was the editor of Communications World (1996-2000) and has also worked for publications such as Business India, Observer of Business & Politics and Financial Express. He was also India Editor for Hong Kong-based magazines Telecom Asia & Wireless Asia. Rajesh has authored a book Tryst with Time for J&K Bank and a chapter titled Discontent and Militancy in J&K: A Fiscal Aspect for a book titled Burning Issues in Jammu & Kashmir Politics.

Clients





Our Clients



Course Fee





Course Fee

Type of Training	Work Shops	Online instructor-led Training	Regular Classroom Course
# of Modules	14	14	14
Nature of Training	Fast track course	Full-course/Module-wise	Full-course/Module-wise
Duration of Training	2 days	2-3 months	2-3 months
# of Hours	16 hours	96 hours	96 hours
Cost of Training	-	Rs. 27,500	Rs. 33,500
Cost of Module Training	Not applicable	In class Rs. 12,500 Online Rs. 9500	In class Rs. 12,500 Online Rs. 9500
Project Duration	Self-assigned projects	24 hours/ 2 week	24 hours/ 2 week
Certification	Participation Certificate by DM Tree	1) Training certificate by DM Tree	1) Training certificate by DM Tree
Training Location	Delhi-NCR ,Region or Location specific	LIVE Online, anywhere in India	Delhi-NCR only (classes will be held in Delhi and Gurgaon)
Training days	Weekdays/Weekends	Weekdays/Weekends	Weekdays/Weekends
Training Method	Lecture by Faculty and Industry Experts	Online Lecture and discussion by Faculty and Experts	Class room Lecture and discussion by Faculty and Experts

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