Introduction to Digital Marketing

Digital marketing (also known as data-driven marketing) is the marketing of products or services using digital technology, mainly through the Internet, but also including mobile phones, display advertising, and any other digital medium.

- Artificial Intelligence revolutionizes digital marketing
- More Cost-Effective than Traditional Marketing

Programme is apt for:

Digital Marketing Training is very apt or suited for Sales & Marketing Professionals, Digital Marketing Professionals, Consultants (HR, IT.), Students, Entrepreneurs.

We help you grow your business!

- www.niesbud.nic.in
- www.niesbudtraining.org
- For Registration, Contact
  - Love Goel: 7042727422, love.niesbud@gmail.com
About Workshop

This workshop is a comprehensive training programme in Digital Marketing Analytics. It is a four-days programme that combines pedagogy using lectures, case studies, hands-on exercises, assignments and practicals. This training workshop would equip the participants to understand the nuances of digital marketing and help them make appropriate marketing strategies using all forms of digital media. They would be able to understand the key elements of Digital Marketing in creating an effective digital marketing strategy.

Opportunities in Digital Marketing

Digital Marketing offers various opportunities in the following job profiles, available for those seeking a career in this arena:

- Digital Marketing Manager
- Content Marketing Manager
- Content Writers
- Social Media Marketing Experts
- Search Engine Marketers
- SEO Executives
- Email Marketing
  - Introduction to Email Marketing
  - Online Tools for Email Marketing
  - Managing Email Marketing Campaigns
- Search Engine Optimization
  - Introduction & Fundamentals
  - Keyword Researching & Analysis
  - SEO Audit • On-page SEO
  - Off-page SEO with practical
  - Google Algorithms
- Affiliate Marketing & Freelancing
  - Introduction
  - Find affiliates?
  - Intro. to freelancing
  - Freelancing Jobs
  - How to choose products?
  - How to earn?
  - Taking Freelancing Projects

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Website Development using Wordpress

- Introduction to Wordpress
- Buying Domains & Web Hosting
- Theme Selection
- Installing Wordpress
- Creating website on Wordpress
- Website customization

Social Media Marketing

- Introduction
- Instagram Marketing
- Google+ & Google Places
- Social media content
- Writing Ad copies
- Facebook Marketing
- Youtube Marketing
- Whatsapp Marketing
- Search text ads

Email Marketing

- Introduction to Email Marketing
- Online Tools for Email Marketing
- Managing Email Marketing Campaigns

Venue: NIESBUD, A-23, Sector-62, Noida, Uttar Pradesh, Near NIOS & Opposite Jaipuria Institute of Management 201309

Date: 06 July - 07 July and 13 July - 14 July, 2019

Fees: Rs. 10,000/-

Time: 10:00 AM to 5.30 PM

NIESBUD Account Details

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Account Holder - NIESBUD
Bank - Oriental Bank of Commerce

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