THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT (NIESBUD)

Ministry of Skill Development and Entrepreneurship, Govt. Of India
A-23, Sector-62, Institutional Area, Noida - 201309, UP, India
WWW.NIESBUD.NIC.IN

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niesbud

Certification Programme on

Advanced Digital Marketing

7 to 22 Jan'17 (weekend Sat & Sundays only) | 10:00am to 6:00pm

LEARN TO RAISE FUNDS ONLINE

Digital Marketing is a new way to create impact on the market where in internet is used to reach to the customers, acquire and service them. It has become pervasive because it is cost-effective and has comparatively wider reach.

Venue: The Institution of Engineers, 15, Haji Ali Park, K Khadye Marg, Mahalaxmi, Mumbai, Maharashtra 400034

CONTACT: MR. KULDEEP : 09599767224 / MS. JYOTSANA: 08800994741

This course will impart the students about its basics, technologies used, defining return of Investment, design, implement an effective digital marketing campaign and how can it be used to achieve the marketing goals. Digital Marketing is the new way forward and is now becoming indispensable because of its benefits.

Top reasons to become CERTIFIED DIGITAL MARKETING EXPERT

1. A number of companies are shifting from traditional print and TV media to digital advertising due to the increase in internet usage to communicate, publicize and attract customers
2. Digital Marketing is poised to generate 1.5Lakh jobs by 2018
3. Online Ad Spend crossed Rs 3,500 Crore in FY 2015, 30% YoY growth
4. India crossed 300 million Internet Users Mark in Dec 2014

Keeping in view the immense job and business opportunities available in the field of Digital Marketing, NIESBUD has designed special advanced level 6 (Six) days Certification Programme on **"Advanced Digital Marketing" from 7 to 22 Jan'17 (Sat & Sundays Weekend only)** in Mumbai. The program will help you to learn A to Z of Digital Marketing.

Programme Objectives

1. The learning will take deep dive into the key concepts and techniques of Digital Marketing. Hands-on approach ensures all the concepts are clearly understood and applied during the session.
2. After the completion of the course, the students will have complete knowledge of designing an effective digital marketing campaign for their own business or apply it in job.
3. Students will also learn how to earn using Digital Marketing as a part time income.

This course is extremely relevant for advertising and marketing professionals from junior executives to senior management level, Housewives, retired professionals, Entrepreneurs, Students, IT professionals, Website designers and developers, Managers etc. Even professionals with little knowledge of IT will also be able to understand and learn the concepts.

Course Methodology

Instructor led training with practical hands-on exercises, quizzes and questionnaires for better learning. Evaluation at the end of the training will be conducted to evaluate individual performance of all students.

Course Content

Summary: Website, CMS, Blogging, Search Engine Optimization(SEO), Search Engine Marketing(SEM), PPC, Google Adwords & Analytics, Social Media Marketing, E-Commerce marketing, Web Analytics, Email Campaign, Mobile Marketing, Content Marketing, Affiliate Marketing, Lead Generation for business

- **Digital Marketing Fundamentals**: Digital Marketing, defining objectives, techniques, process and integrating it in overall marketing strategy
- **Websites**: Internet and websites, types of websites, Building website, domain names and hosting, planning and objective setting, integrating all engagement mediums, Practical demonstration of how best websites are created
- **Search Engine Optimization**: (SEO), Three players of SEO, Major player market value, search eco-system, Keywords planning, Website traffic planning, On Page optimization, Off Page optimization, Pros and Cons of SEO
- **Social media Optimization (Facebook, Twitter, Linkedin, Youtube, Instagram),** Impact of social media on all areas of business, for small business, Types of conversation, social exposure categories, Value of integrated media, social media team structure
- **Content Marketing**: Definition and its origin, Content marketing overlapping, Effective vs Ineffective, the No-strategy penalty
- **Google Adwords**: PPC using Google Adwords, search engine and traffic, creating google adword account and its structure
- **E-commerce**: E-commerce and its strategy, SEO of an E-commerce website, Affiliate Marketing for E-Commerce, India and E-commerce marketing
- **Conversion Optimization**: Conversion optimization, its benefits
- **E-mail marketing**: E-mail, Best profitable platform, Types of E-mail Marketing, Problem and issues with Email Marketing, its critical elements, Cyber laws, Technology of Email marketing, About spamming and techniques to avoid it.
- **Google Analytics**: Google Analytics, Quantitative and Qualitative data, Competitor data, Customer intent, its Online and Offline use, Setting up goals, know about visitors demographic.
- **Affiliate Marketing**: Affiliate Marketing, 3A's of Affiliate marketing, Earning $$$ as Affiliate, CPA network, Product and Service marketing, Affiliate Management

agencies, Merchant, Affiliate, Market & Customer, Sell products through other website, Commission based Lead generation

- **Google Adsense**: Adsense, get approval of Adsense, Do's and Don't's of Adsense approval, Placing ads on your blog or websites, Top 10 alternative Ads websites
- **Build your portfolio online**: Quickly build portfolio, Finding clients really fast, Marketing yourself, Build your own website for free.
- **Mobile Marketing**: Mobile Marketing, Cost of missing mobile, Mobile Marketing Vs Advertising, Who needs mobile marketing, Mobiles Role in Marketing, Mobile and other digital channels
- **Earn online**: Tips and Tricks to earn money online, crowd funding, adsense
- **Entrepreneurship Development session**: Learn how to set up own business
- Soft Skills required to excel at workplace or your business
- **Evaluation**: Digital Marketing Campaign: Designing and implementing Digital Marketing campaign

Fee Details

Rs 21,000/- (Rs. Twenty One Thousand only per participant).
This includes course fee, Study Material, Kit, Lunch, and Certificate.

Mode of Payment:
1) Cash payment at NIESBUD
2) DD drawn in favor of NIESBUD payable at Noida
3) Online Bank Transfer. The details are:
Name of bank: Oriental bank of Commerce
Account holder name: The National Institute for Entrepreneurship and Small Business Development
Address: B-31, Sector 62, Noida
Account No: 09312011002654 , Account Type : Savings
IFSC Code: ORBC0100931 MICR Code: 110022092

CONTACT PERSONS
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THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT (NIESBUD)

A-23, SECTOR 62, Institutional Area, NOIDA- 201301 (U.P.)

Application/ Registration form- Digital Marketing

Director

NIESBUD, A 23, Institutional Area,

Sector 62, NOIDA-201301(UP)

Photo

(Pl. FILL THE FORM IN CAPITAL LETTERS)

1. Name Mr / Mrs/ Miss : …… Date of Birth

2. Father / Husband Name : ……

3. Mother Name : ……

4. Educational Qualification : ……

5. Address : ……

6. Gender : Female/Male…… Nationality ……

7. Cast : General/ SC/ST/OBC/Minority/ Other

8. Telephone/Mobile No : ……

9. Identity Card : Voter ID Card/Ration Card/ Passport/DL/ Pan Card/ Bank No / BPL Card/ UID/Similar Document
One of the above mentioned documents is mandatory.

10. E-mail (Pl. write in capital letter only) ……

11. Programme Code : **Digital Marketing** Batch : Weekend
12. Programm Duration : 6 days Place : The Institution of Engineers, Mumbai
13. Fee Details : Cash / D.D/ Bank Transfer : Rs. 21,000/-

14. Trainee's Objective : Self Employment / Wage Employment

Prog. Coordinator signature & Date **Applicant Signature & Date**