

# **Entrepreneurship Programme on “Digital Marketing”**

## **Introduction to Programme**

This workshop is a comprehensive training programme in Digital Marketing analytics. It is a Four-day programme that would combine 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.

## **Course Content**

The Four-day workshop is intended to provide insights on the following aspects of Grow Your Business with Digital Marketing analytics in the subareas as:

### **1. Search Engine Optimization**

- Introduction & Fundamentals
- Keyword Researching & Analysis
- SEO Audit
- On-page SEO
- Off-page SEO with practical
- Google Algorithms

### **2. Social Media Marketing & Google Adwords**

- Introduction
- Facebook Marketing
- LinkedIn Marketing
- Youtube Marketing
- Google+ and Google Places
- Twitter Marketing

- Creating social media content
- Google Adwords introduction
- Creating search text ads
- Writing ad copies and running ads

### **3. Email Marketing**

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

### **4. Affiliate Marketing**

- Introduction to Affiliate Marketing
- How to choose products?
- Where to find affiliates?
- How to earn from affiliate marketing?

### **5. Freelancing**

- Introduction to freelancing
- Taking Freelancing Projects
- Freelancing Jobs

**For Participation/Enquiry, Click On**

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