

# 1 DAY WORKSHOP – DIGITAL MARKETING

## DIGITAL MARKETING STRATEGY

Prior to jumping into the tools, it is important to create a digital marketing strategy. We'll cover:

- The size & importance of digital marketing
- Future trends in digital marketing – growth and future opportunities
- The steps to creating a digital marketing strategy

## WEBSITES: USABILITY, CONVERSION PLANNING:

The website is the home-base for digital marketing, yet most businesses don't spend time thinking about their website. This section will cover:

- The role of your website in your digital marketing strategy
- Elements of a successful website
- Usability and user-experience
- Conversion planning

## GOOGLE WEBSITE ANALYTICS:

The website is the center of your digital marketing, so analyzing your website is a key component of measuring the success of your digital marketing.

- Key terms associated with website measurement
- Analyzing the traffic to your website
- Understanding the behavior of website visitors
- Using analytics to drive insights and optimization

## SEARCH ENGINE OPTIMIZATION - SEO:

Search Engine Optimization is one of the oldest and most important aspects of digital marketing. For many businesses, search engine optimization is among the

biggest drivers of digital marketing return on investment.

This section will cover:

- What SEO is and how search engines work
- Keyword analysis and optimization  
Ranking factors that drive sites to the top of search engines (and content marketing)
- Optimizing your site for search engines
- Off-site optimization for search engines
- Building your search engine optimization plan

## ONLINE REPUTATION MANAGEMENT:

Discover the power of online reputation management including review sites & creating a strong branded presence.

## LEAD GENERATION & BRAND PROMOTION

Any Business will look for leads unless it is a global or national player promoting their brand. Lead is important to all business. Quality lead is very important for closing the sale. We teach you different techniques of Lead capturing through this session. Brand Promotion will not look for lead but make sure their brand is popular through their target audience.

## SOCIAL MEDIA MARKETING:

Successful social media marketing starts with strategy. This section will cover the proven steps to building a social media strategy that gets results.

Content is the key to social media success. Many businesses fail in social media because they lack a clear content strategy that both grows their business and resonates with their target audience.

Create a clear content strategy that can be implemented across social networks.

The following social networks will be covered in-depth:

- Facebook
- Twitter
- Blogging
- YouTube/Video Marketing
- LinkedIn

### **EMAIL MARKETING:**

Email marketing remains one of the best and most effective ways to reach customers and drive action. While email marketing doesn't receive a lot of attention, it is still one of the most powerful tools to drive return on investment.

### **ONLINE ADVERTISING (GOOGLE ADWORDS / SEARCH ENGINE MARKETING – SEM):**

Digital ads provide powerful targeting so you can reach exactly who you want.

- Why digital ads are powerful
- How digital ads are purchased (CPC, CPM, Bidding systems)
- Terminology associated with digital advertising
- Retargeting,
- Types of digital advertising (what they are, how they work,
- when to use them, how to optimize):
  - Search ads, display ads, video ads, social media ads, mobile ads

### **MOBILE MARKETING:**

Mobile marketing isn't a silo in digital marketing – the reality is that we are marketing in a mobile world. This section will cover the core components of mobile to consider in your digital strategy:

- Mobile website optimization
- Mobile apps
- WhatsApp Marketing
- Mobile shoppers, future of mobile + trends

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*Digital marketing is the most in-demand marketing skill and for good reason – businesses are investing more and more rupees into digital marketing and need experienced professionals who can get results. Whether you are new to digital marketing or an experienced pro, this program will give you everything you need.*

**DATE:**November 04<sup>th</sup> 2017**VENUE:**144, Sengupta Street | Near Hotel city Towers | Ram Nagar | Gandhipuram |  
Coimbatore - 641009**WHO SHOULD ATTEND?**

The Boot Camp is appropriate for both beginners and seasoned practitioners. Our attendees come from a variety of backgrounds including:

- « Marketing professionals
- « Entrepreneurs wanting to get results
- « Government organizations
- « Job seekers wanting the most in-demand skill
- « Students who want to add this new skill to their basket
- « Seasoned professionals wanting to keep their skills up-to-date or learn a new skill

**WHY YOU SHOULD ATTEND:**

- « You need to implement digital marketing but don't know where to start.
- « You aren't getting the results you want from digital marketing and need to develop a more strategic plan to grow your Return on Investment.
- « You want to keep your organization up-to-speed on the latest digital tools that are driving businesses.
- « You are a business professional who doesn't fully understand the leading digital tools – you want to keep your skills up-to-date.

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« You are tired of outsourcing your social media marketing and think that you can do a better job.

« You are a savvy business professional who wants to lead your organization in adopting new technology.

**FEES : RS 2750/-**

**LUNCH** — Veg Meals

**DELIVERABLES :**

- Certificate
- Soft copy materials
- One domain for 1 year
- Linux hosting for 1 year
- Free Digital Marketing Strategy Support for 1 Month
- Free Google Analytics, Webmastertools Setup

**REGISTRATION OR HAVE QUESTIONS?**



**CONTACT US:**

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<https://docs.google.com/forms/d/e/1FAIpQLSeGmkkYgVANjEtyaMoADnAFMh3MMYFPJ2M1XGxhEmAOI1c6xQ/viewform>

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## WHAT MAKES OUR BOOT CAMP DIFFERENT?

This isn't a mega-conference – it is a comprehensive workshop designed to get you better results faster with the leading strategies, tactics and tools that you need to accelerate your skills.

### **SMALL + INTIMATE**

This is a workshop rather than a mega-conference. We limit attendance to create a small and intimate environment where you can have all of your questions answered. You'll have the opportunity to ask questions and receive personalized attention.

### **COMPREHENSIVE WORKSHOP**

The comprehensive workshop covers digital marketing from start to finish. Don't waste your time learning bits and pieces here and there. Get everything you need to know to be successful in one place and save hundreds of hours and countless mistakes.

### **INTERACTIVE, ENGAGING AND HANDS**

On Most people don't just learn by listening – they learn by doing. This workshop is hands-on, engaging and interactive. You'll create and experiment during the workshop in an atmosphere that keeps you engaged and exercises that will get you results.

### **PROVEN SUCCESSFUL STRATEGIES + ACTIONABLE TACTICS**

Discover both the strategies that set the basis for success as well as actionable tactics that can super-charge your results. This program covers everything from strategy to tools, tips and tricks to help you get more from your digital marketing execution.

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## TOOLS TEMPLATES AND RESOURCES

Get everything you need to implement what you've learned with proven templates, tools and resources. Our Planning Templates, Quickstart Guides, Tip Sheets and Checklists keep you focused and help get results – even after the training program.

## INDUSTRY RECOGNIZED CERTIFICATION

Earn your industry-recognized certification that is trusted by tens of thousands of marketers.

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## REGISTRATION OR HAVE QUESTIONS?



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<https://docs.google.com/forms/d/e/1FAIpQLSeGmkkYgVANjEtyaMoADnAFMh3MMYFPJ2M1XGxhEmAOI1c6xQ/viewform>

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# THANK YOU



DIGITAL MARKETING

## DIGITAL MARKETING BOOT CAMP

