



Adani Institute of Infrastructure

Management • Engineering

Digital Marketing Course Content

Session: 1

Introduction to Digital Marketing

What is digital marketing?

Search Engine Optimization

Web Analytics

Pay Per Click Marketing

Email Marketing

Social Media Marketing

Affiliate Marketing

Digital Display Marketing

Mobile Marketing

On-line Video Marketing and On-line PR

Display Advertising

Introduction to online marketing concepts

What are different ad formats and how to use it in effective and interesting way?

How ad inventory is bought and sold on Internet?

Why is targeting important and how to leverage it?

Ad Networks. Are all Ad Networks same? What role Ad Networks can play in your marketing efforts? How to evaluate an Ad Network?

How to allocate your advertising budget? Tips and Best practices.

How to track the effectiveness of your campaign?

Group Assignment

Session: 2

Search Engine Marketing

The Basics of Search Marketing

How Paid Search Marketing process works and how you can use it effectively?

How Google AdWords bidding process works?

What role Search can play in the overall marketing mix?

Can Search advertising and Social advertising be used together?



Search Engine Optimization

Clear Idea about Web Technologies

Search Engine Optimization

SEO Terminologies

On-Page Optimization

Of-Page Optimization

Misc Tools and Practices

Session: 3 Social Media Marketing

How to arrive at a social media strategy aligned to business objectives

How to select platforms that work for your business - an integrated approach

How to set realistic goals for your brand

Content Strategy - Why it's critical for the brand

The Art and Science of Creating and Curating Content

How to map, measure using free and paid-for tools

Paid media - How to use small budgets intelligently

Assignment: Create a Social Media Program from scratch

Session 4 Mobile Marketing

Mobile Marketing is beyond SMS Marketing. Understand the new mobile landscape and Mobile marketing ecosystem

Various players and platforms involved in mobile marketing system.

WAP banner advertising, How to leverage it for your brand?

Does your brand need an app? How you can use apps for marketing

Do I need an app or a Wap site?

How to leverage mobile games to your advantage?

Which are the different mobile Ad Networks available? How to leverage Mobile ad networks?

How you can use SMS marketing in more interesting and creative way

How mobile can provide various targeting possibilities?

Are QR Codes useful? How QR Codes can be used creatively and effectively?



Session 5

Analytics

Why is measurability important for a brand?

What to measure and how to measure? Metrics for measuring marketing effectiveness (CTR, Time spent, video views etc)

Mobile marketing analytics

Analytics for paid search

Brief overview of Website analytics (Google Analytics, Web Trends, Omniture)

Competition

On the behalf of 2 days workshop, will conduct competition.