Digital Marketing Boot Camp

4 Days Residential Program

Dubai | Singapore | Thailand
Agenda

- About EduPristine
  - Detailed Workshop Outlines
  - Contact Information
About EduPristine

Trusted by **Fortune 500** Companies and 20,000 Students from 40+ countries across the globe, **EduPristine** is one of the leading International Training providers for **Professional Certifications** like FRM®, CFA®, PRM®, PMP, Six Sigma, Business Analytics, HR Analytics, Financial Modeling, Digital Marketing, Operational Risk Modeling etc. EduPristine has conducted corporate training for various leading corporations and colleges like **JP Morgan, Bank of America, Ernst & Young, Accenture, HSBC, IIM C, Citibank, NUS Singapore** etc.
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# Day - 1

| Digital Marketing Orientation | ▪ Digital marketing: Opportunities and trends  
▪ How brands are going digital  
▪ Aligning your company goals “digitally” |
|-------------------------------|--------------------------------------------------|
| Website Planning & Development | ▪ Essentials of a website  
▪ Planning a website  
▪ Case Study Discussion |
| Google Analytics | ▪ Fundamentals of Google analytics  
▪ Tracking conversions  
▪ Other analytics platforms  
▪ Monitoring visitors behavior  
▪ Setting up Dashboards  
▪ Taking corrective actions if required |
| Search Engine Optimization | ▪ Finding relevant keywords  
▪ New ways of SEO & Ethical ways of doing SEO  
▪ Planning SEO of a website & Monitoring SEO process  
▪ Advance data research  
▪ Keyword research and Content strategy |
| On Page and Off Optimization | ▪ Internal linking & Meta tags creation  
▪ Basic HTML knowledge  
▪ Uploading sitemap on website  
▪ Google webmasters tool  
▪ Checking your backlinks |
| Search Engine Marketing | ▪ Personalization of marketing at internet scale  
▪ Orientation Google Ad words  
▪ Briefly introduce Bing |
|-------------------------|--------------------------------------------------|
| Search Campaigns        | ▪ Rank for the right keywords  
▪ Keyword Grouping using Broad, Exact, Phrase, Negative Match  
▪ Actionable metrics for performance measurements  
▪ Setup paid research campaign  
▪ Techniques to make your website memorable  
▪ Increase your conversions in a few steps  
▪ Learn which improvements make you more money  
▪ Creation of Effective Campaigns and Ad groups |
| Digital Display Campaigning | ▪ Display advertising  
▪ Creation of Banners using Display Builders  
▪ Remarketing Tools |
| Tracking & Measuring ROI of Online Advertising | ▪ Insertion of Google Conversion code and its importance in Effective Campaigning  
▪ Costs and Billing  
▪ Tracking Ad Performance  
▪ Optimizing Cost per Click  
▪ Optimizing Ad Performance – Optimize Account & landing page  
▪ Assignment on allocating funds to various online advertising platforms |
### Social Media Marketing
- What are the best social media strategies and tactics
- Should everyone be on the social web, and how do you decide?
- Understanding the existing Social Media paradigms
- How social media marketing is different than other forms of Internet marketing

### Facebook Marketing
- Strategy Presentation by Participants
- Facebook Ads vs Google Adwords
- Facebook marketing mix with other marketing platforms
- Case studies on Facebook marketing

### LinkedIn Marketing
- Company profile vs individual profiles
- Marketing and Understanding on LinkedIn groups
- LinkedIn advertising & its best practices
- Increasing ROI from LinkedIn ads
- How to do marketing on LinkedIn groups
- Case studies on LinkedIn marketing

### Twitter Marketing
- Understanding Twitter
- How to do marketing on Twitter
- Case studies on Twitter marketing
- Performance tracking

### Video Marketing
- Creating and uploading videos on video marketing websites
- Using Youtube for business
- Developing Youtube video marketing strategy
- How to increase number of views of your videos
- Bringing visitors from Youtube videos to your website
## Day - 4

<table>
<thead>
<tr>
<th>Content Marketing</th>
<th>Email Marketing &amp; Going Mobile</th>
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<tbody>
<tr>
<td>▪ What is content marketing and what makes it different from?</td>
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<td>▪ Why do you need a documented content strategy?</td>
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<td>▪ When should marketers use various social media to distribute content?</td>
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<td>▪ Who are some of the most effective and least effective content marketers.</td>
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<td>▪ What is blogging, Benefits and types and platforms of blogging</td>
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<td>▪ Creating your own blog- LIVE</td>
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<td>▪ Best practices while creating a blog</td>
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<td>▪ How to make your blog interactive for visitors</td>
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<td>▪ How to do marketing of your blog</td>
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<td>▪ Top 5 things that should be present in your blog</td>
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<td>▪ What not to do while blogging</td>
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<td>▪ Showcasing few best examples of top blogs</td>
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<td>▪ What is email marketing</td>
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<td>▪ Biggest challenge in email marketing</td>
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<td>▪ Increasing email subscription/opt-in list</td>
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<td>▪ Legitimate/opt-in email marketing</td>
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<td>▪ Creating your own email list of millions of email id’s</td>
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<td>▪ Best practices of email marketing</td>
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<td>▪ Writing a good email creative or html template</td>
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<td>▪ Inbox Deliverability and Email Retargeting</td>
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<td>▪ Split Testing &amp; Scheduling</td>
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<td>▪ Measurement &amp; Metrics</td>
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<td>▪ Multiple Email Campaigns</td>
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<tr>
<td>▪ Guidelines</td>
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For registrations contact Mr Alex Mathew

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Thank You!

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