



# DIGITAL MARKETING

Digital Marketing is the new era promotional activity of products or brands via one or more forms of electronic media. For example, advertising medium that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

Digital Marketing = SEO+SEA

It covers what are the major current approaches, including online listening and monitoring, search engine optimization and social media participation.

Most digital marketing strategies and campaigns have following 5 objectives.

- Reaching the right audience
- To engage with your audience
- To motivate your audience to take action
- Efficient spending on your campaign
- Return on investment (ROI)

## Learning objectives:

1. Introduction to Digital Marketing
2. Digital Marketing Planning and Strategy
3. Website Optimization
4. Search Engine Optimization (SEO)
5. Webmaster Tool
6. Web Analytics (Google Analytics)
7. Social Media Marketing
8. Search Engine Marketing

9. Digital Advertising (PPC, Digital Display and YouTube)
10. Affiliate Marketing
11. Email Marketing
12. Mobile Marketing
13. Content Marketing
14. Commerce Marketing
15. Make Money (Adsense & Blog)
16. Online Reputation Management

**Who can join?**

- **Graduates looking for path breaking career in digital marketing field.**