



15-10-2022  
to  
29-10-2022



6.00 PM  
to  
8.00 PM

Organised by :



## Primax Foundation

(Registered Under Karnataka Societies Registration Act 1960  
Reg. No. JNR-S211-2015-16, IT Exemption 12A & 80G)  
MSME Reg. No.: UDYAM-KR-03-0144791, Govt. of India  
Bengaluru, Karnataka, India

In Association with



**Shrimati Indira Gandhi College**  
(Nationally Accredited at 'A' Grade (3<sup>rd</sup> Cycle) by NAAC),  
Affiliated to Bharathidasan University,  
Tiruchirapalli, Tamil Nadu.



**DARSHAN DEGREE COLLEGE**  
(Recognized by the Govt. of Karnataka &  
Affiliation by Bangalore University)  
Kengeri, Bengaluru, Karnataka.

# 15 Days Virtual Training Program on Digital Marketing Basics

For Registration



CLICK HERE

## About the Training Program

The Digital Marketing and Analytics training Program is aimed at building frameworks that help managers in facilitating their marketing activities and decision-making. Primax will provide you with an analytical and theoretical framework to understand the emerging world of Digital Marketing and will help in learning systematic decision-making based on powerful proven analytical techniques. The purpose is to understand digital marketing and build skills, knowledge, and confidence in undertaking analyses.

### Key Highlights

- Earn certificate from Primax Educademy, Bengaluru.
- Designing Digital Marketing Strategies
- Learn Digital Marketing applied analytics
- Be fit for Digital Marketing new age roles
- Acquire Abilities to Design Digital Strategies
- Learn Strategic Digital Marketing Life Cycle
- Be acquainted with the most in-demand analytics tools
- Understand Digital Marketing Strategies, Frameworks, Digital Analytics & Analysis for a great career move



## Resource Persons



### Mr. Vikas Mishra

Founder 360degree Digital Marketing  
Experience: 7 + Years  
Digital Entrepreneur Josh Talks Speaker  
Entrepreneur  
Digital Marketing Trainer  
PG Digital Strategy &  
Marketing Analytics from IIM Nagpur



### Ms. Kritika Chaturvedi

Experience: 11+ Years  
Marketing, Strategy & Digital Marketing  
Industry exposure: Finance, Fintechs,  
Travel, Tourism and Retail.  
Best Speaker in  
Multiple Marketing Summits (2015-present)  
Masters in Digital Marketing PG - IIM Nagpur



### Ms. Shruti Vaidya

Experience: 7+ Years  
In Digital Marketing for B2B and B2C,  
Paid Media advertising expert  
Industry exposure:  
Education, IT and ITES,  
Automobile, Real Estate  
and Healthcare, Certified trainer  
for paid social in current organization.  
Masters in Digital Marketing PG - IIM Nagpur

### Key Information

- **Duration:** 15 Days (06-10-2022 to 20-10-2022)
- **Time:** 6.00 PM to 8.00 PM (Zoom app)
- **Registration fee: Very Affordable Cost**
- Last date of registration is 18<sup>th</sup> September - 2022.
- Only 40 seats are available, therefore registration shall be made on first come first serve basis.
- Please note that no refund of fees shall be made later on.
- **Certificate of Participation :** All participants will receive 'Certificate of Participation' after successful completion of the training programme
- Recorded Session (View option - limited period)



# Digital Marketing Content

Training Module Structure			Duration: 30 Hours	
Module No.	Module Name	Topics Covered	Hours	Day
Module 1	Introduction to digital marketing	Benefits of Digital Marketing Internet & its important Digital Marketing statistics Tradition vs Digital media	2	1
		Who can do this course Career Opportunities in Digital Marketing What kind of company recruits Why this course	2	2
Module 2	Digital Marketing Assets	Introduction to Websites Introduction to Social Media Profiles/Pages Introduction to Data - (Content & Customers)	2	3
Module 3	Introduction to Content Marketing	Content Strategy - What and Why Content Types - Case Studies, Stories, Listicles, Guides Key to content creation	2	4
		Content Structures Content Calendar Content Repurposing	1	5
Module 4	Introduction to SEO	Working of google (a search engine) Website Architecture	1	
		On-page, Off-Page SEO Concept of Link building	2	6
Module 5	Introduction to SEM	Introduction and fundamental concepts Why should you use it?	2	7
		Introduction to google AdWords	1	8
Module 6	Introduction to SMM	Different Social media platform and its importance Which one to use?	1	
		Social Media Strategy Social media content formats Organic vs paid social media	2	9
Module 7	Introduction to SMA	Starting social media paid ads Concept of Post boosting	2	10
		Social media Ad Objectives Social media Ad campaign Structure	1	11
Module 8	Introduction to Email Marketing	Introduction to Email Marketing Building your Email List	1	
		Email Marketing Strategies Concept of Landing pages	2	12
Module 9	Introduction to Analytics	Why Analytics Common Analytics measuring Metrics	2	13
		Concept of Web Analytics What is Social Media Analytics Analyzing our analytics data	2	13
Module 10	Assignment & Assessment	Assessing the assignments completed by student & Q & A	2	15

*Happiness comes from giving happiness...*

## Patron

### **Dr. Easwaran Iyer**

Pro Vice -Chancellor  
Dean - Faculty of Commerce and  
Director JAIN (Deemed-to-be University)  
Bengaluru, Karnataka, India.

### **Dr. S. Vidhyalakshmi**

Principal  
Shrimati Indira Gandhi College  
Trichy, Tamilnadu, India.

### **Dr. V. Selvaraj**

Secretary, Primax Foundation  
Bengaluru, Karnataka, India.

### **Rev. Fr. Robin Victor DSouza**

Director, Darshan Degree College Kengeri,  
Bangalore, Karnataka, India.

### **Rev. Fr. Joy D Souza**

Principal, Darshan Degree College Kengeri,  
Bangalore, Karnataka, India.

### **Dr. C. S. Sharma**

Professor, Shri Ram College of Commerce  
University of Delhi, Delhi, India.

### **Dr. Ashok Sharma**

Dean- Academics, IMT CDL  
Ghaziabad, Uttar Pradesh, India

## Advisory Board

### **Dr. P. Arunachalam**

Professor & Head Department of Applied Economics  
Cochin University of Science & Technology  
Kochi, India

### **Dr. B. Nagaraju**

Professor  
DOS in Commerce University of Mysore  
Karnataka, India.

### **Dr. K.V. Ramanathan**

Professor of Finance & Marketing  
Bengaluru, Karnataka, India.

### **Dr Amit Verma**

Assistant Professor  
Department of Commerce  
Kalicharan PG College Lucknow  
Uttar Pradesh, India.

### **Dr. S.C.B. Samuel Anbu Selvan**

Associate Professor  
Department of Commerce  
The American College  
Madurai, Tamilnadu, India.

### **Dr. C Sivashanmugam**

Prof and Associate Chairperson  
Dept of MBA, PES University  
Bangaluru, Karnataka, India.

### **Dr. Urvesh Chaudhery**

Professor & Head  
Dept. of Management Studies  
Aravali College of Engineering & Management  
Faridabad, New Delhi, India.

### **Dr. Y. Vinodhini**

Professor at AUBM  
Hyderabad, India.

### **Dr. Poonam**

Associate Professor  
Bharati College  
University of Delhi, India.

### **Dr. Amol R. Murgai**

Associate Professor of Marketing  
H.O.D. (M.B.A) ICEEM College  
Aurangabad, Maharashtra, India.

## Co-ordinators

### **Prof. T. Rajeswari**

President, Primax Foundation  
Bengaluru, Karnataka.  
Ph: +91- 9108556012  
Email: primaxfoundation2015@gmail.com  
www.primaxfoundation.com

### **Prof. N. Vijayalakshmi**

Head, Dept. of Computer Science  
Shrimati Indira Gandhi College  
Tiruchirappalli, Tamil Nadu.  
Ph: +91-9487312199  
www.sigc.edu

### **Prof. Chandrika**

HOD, Dept. of Management  
Darshan College,  
Kengeri, Bengaluru, Karnataka  
Ph : 9902705492  
www.darshancollege.org