

Organaised 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 (3rd Cycle) by NAAC), Affiliated to Bharathidasan University, Tiruchirapalli, Tamil Nadu.



DARSHAN DEGREE COLLEGE

(Recognized by the Govt. of Karnataka & Affiliation by Bangalore University)
Kengeri, Bangaluru, Karnataka.

15 Days **Virtual** Training Program on

Digital Marketing Basics



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 Eduacademy, 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

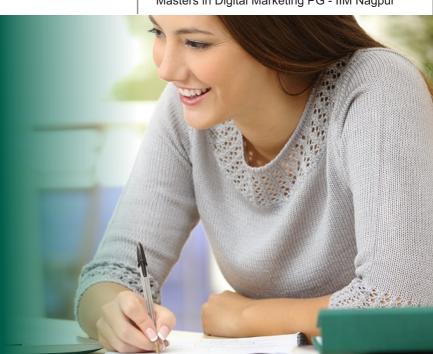


Ms.Shruti Vaidya

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 18th 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
- **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? Introduction to google AdWords	2	7
Module 6	Introduction to SMM	Different Social media platform and its importance Which one to use?	1	8
		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 Social media Ad Objectives	2	10
		Social media Ad campaign Structure	1	. 11
Module 8	Introduction to Email Marketing	Introduction to Email Marketing Building your Email List Email Marketing Strategies Concept of Landing pages	1	40
			2	12
Module 9	Introduction to Analytics	Why Analytics Common Analytics measuring Metrics Concept of Web Analytics	2	13
		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

Patron

Dr. Easwaran lyer

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.

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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

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

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

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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

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