

COURSE INTRODUCTION

The program will give an overview of various digital marketing platforms that businesses can use for achieving growth. It covers the concepts, tools, and techniques needed to communicate with customers in a systematic and integrated way and to create effective targeted promotional campaigns. After completing the training, one will understand strategic marketing concepts and the tools required to make informed decisions and set the direction for the company, business unit, department, or product line in a digital ecosystem.

COURSE OBJECTIVES

1. Leveraging the internet for marketing offerings and gain visibility through the web.
2. Leveraging Web Analytics for boosting revenue.
3. Understanding Search Engine Optimization and its applications in internet marketing and web based ventures.
4. Basic technical aspects of Digital Marketing

COURSE CONTENTS

- Digital Tools for Developing Innovative New Products
- Digital Tools for Persuading Customers to Buy Your Products
- Digital Tools for Effectively Distributing Your Products
- Digital Tools for Setting the Right Prices for Your Products
- Digital Influence on Marketing
- Web Analytics
- Analytics Techniques and the Data
- Promise and Pitfalls of Digital Data
- Marketing Analytics Process
- Data Collection, Analysis and Visualization
- Digital and Content Marketing Strategy
- Combining Traditional and Digital Media
- Research and Pitch Your Plan
- Looking Forward in the Digital Space
- Optimizing Your Digital Assets
- Online and Video Marketing
- Social and Email Marketing
- Putting It All Together for Your Digital Plan

AUDIENCE

The program is designed for professionals in middle and senior level positions that want to take their digital marketing to the next level.

It is targeted at:

- Marketing and Advertising Professionals
- Sales and Business Development Professionals

- Communication Professionals

RESOURCE PERSON

Srivastava, Riktesh, is an Associate Professor, Information Systems at Skyline University College, Sharjah. He is PhD in Information Systems and Executive Qualification in Management from prestigious Indian Institute of Management, Ahmedabad (IIMA). Apart, he holds Masters in ECE (MS), Information Technology (ME) and Marketing (MBA). Dr Srivastava had also accomplished certification programs on:

- Marketing-Wharton School, University of Pennsylvania
- Customer Analytics-Wharton School, University of Pennsylvania
- Electronic Commerce, NTU, Singapore

Total Experience of 17+ years, has written 3 books (OS, C++ Programming and RDBMS) and published 50+ papers in International Journals and Conferences.