



G-TEC EDUCATION

— G-TEC Group of Institutions —

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DIGITAL MARKETING

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DURATION: 10 Days /15 HOURS

OBJECTIVE

Over the last few years Digital Marketing in India has witnessed an exponential growth and by the end of the year, 2020 it is expected to generate over 20 Lac jobs per year. Hence, Career in Digital Marketing in India is gaining relevance. There is massive growth in how digital marketing budgets have grown over the years and are expected to take the lion's share of marketing budgets in 2020. This, in turn, creates enormous job opportunities.

COURSE OUTLINE

- ✓ Digital Marketing Overview
- ✓ Social Media
- ✓ Facebook Marketing
- ✓ YouTube Marketing Introduction
- ✓ Social media poster making in Canva
- ✓ WhatsApp Business Marketing
- ✓ Instagram Marketing
- ✓ WHATSAPP business
- ✓ GOOGLE Business
- ✓ CANVA

MODULE IN DETAIL

MODULE 1

DIGITAL MARKETING

INTRODUCTION TO DIGITAL MARKETING

- ✓ What is marketing?
- ✓ How we do Marketing?
- ✓ What is Digital Marketing?
- ✓ Benefits of Digital marketing
- ✓ Digital marketing platforms and Strategies
- ✓ Comparing Digital with Traditional Marketing
- ✓ Defining Marketing Goals
- ✓ Latest Digital marketing trends
- ✓ Case studies of Digital campaigns

SOCIAL MEDIA MARKETING

- ✓ Introduction to SOCIAL MEDIA MARKETING
- ✓ What is Social Media?
- ✓ SMMVs. SMO
- ✓ Benefits of using SMM
- ✓ Social Media Statistics
- ✓ Why use Social Media Marketing
- ✓ Social Media Strategy
- ✓ Impact of Social Media on SEO

FACEBOOK MARKETING

- ✓ Facebook account setup
- ✓ Personal account properties
- ✓ Facebook marketing strategy
- ✓ Competition analysis
- ✓ Facebook business page setup
- ✓ Types of Business pages
- ✓ Increase the Likes to page
- ✓ Page management options
- ✓ Types of Posts and Statistics
- ✓ Dimensions in Posts
- ✓ Creating a post strategy
- ✓ Examples of Creative Posts
- ✓ User engagement metrics
- ✓ Facebook Insights
- ✓ Facebook Advertising
- ✓ What is Facebook Advertising Types of Promotions?
- ✓ Audience Targeting
- ✓ Advanced Audience Targeting Bidding Strategies
- ✓ Ad Formats

INSTAGRAM MARKETING

- ✓ What is Instagram
- ✓ Instagram statistics
- ✓ How Brands use Instagram
- ✓ Creating Instagram Account
- ✓ Tour of Instagram App
- ✓ Content strategy and Tips
- ✓ Picture Dimensions
- ✓ Filters in Instagram
- ✓ Using Hashtags

- ✓ Advertising options in Instagram

WHATSAPP BUSINESS

- ✓ Importance of WhatsApp Marketing
- ✓ Business Account setup and settings
- ✓ Business tools
- ✓ Messaging tools
- ✓ Broadcast
- ✓ Labels

CANVA

- ✓ Logo creation
- ✓ Facebook poster
- ✓ Facebook cover
- ✓ Instagram poster
- ✓ Facebook ad post

GOOGLE BUSINESS

- ✓ Google Page Creation
- ✓ Page setup
- ✓ Reviews
- ✓ Categories