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# THE ULTIMATE DIGITAL MARKETING *Crash Course*

Registration open for:

- » Entrepreneurs
- » Students
- » Working Professionals

Acquire a valuable life  
skill in just 10 weeks

Starts  
**4<sup>th</sup> Jan**  
2020



# Why digital marketing is essential for you?

Marketing in the digital world is about adapting to the ever changing ways in which people discover new ideas, find products, and avail services. To help you succeed in this digital world, we have designed a perfect course that'll enable you to leverage: search engines, social networks and content platforms to achieve your marketing goals.

In just 10 week, you'll acquire an essential life skill which can be applied in every sphere of business. We'll help you understand how digital marketing can be used across different industries to acquire new customers. And, you'll learn all this from a faculty that has helped SMBs grow their business through Digital Marketing.



# What you'll learn in 10 weeks?

## Lesson 1 The what and why of digital marketing?

In the introductory class you will understand the role of digital marketing as a key business function. You will acquire a firm understanding of online consumer behavior and how you can adopt the right mix of digital marketing strategies based on the nature and type of business.

## Lesson 2 Search Engine Marketing

Ever wondered what your consumers / customers are searching for? Learn about different types of searches and how to discover the keywords that your potential customers are using to find your products / services.

## Lesson 3 Websites the building blocks of internet

A Website is the cornerstone of a successful digital marketing initiative. Discover how websites work, and learn how to create a static website step by step.

## Lesson 4 Launching a website

Learn how to launch a dynamic website, and how to make regular content update as well as enable performance tracking.

## Lesson 5 SEM for websites

Content is the king. Learn how to create a content plan based on keyword research and build content pages to attract relevant traffic. Discover the ultimate secret of converting traffic into leads.

## Lesson 6 SEM beyond the website

Learn how to get your products / service discovered through local search, niche specific portals, content oriented portals, forums and more.

## Lesson 7 Social Media Marketing

Reaching out to the right audience and more importantly standing out from the crowd is essential for successful SMM. Learn how to identify the right social platform for your business and create impactful posts that'll help you get conversions.

## Lesson 8 Online Advertising

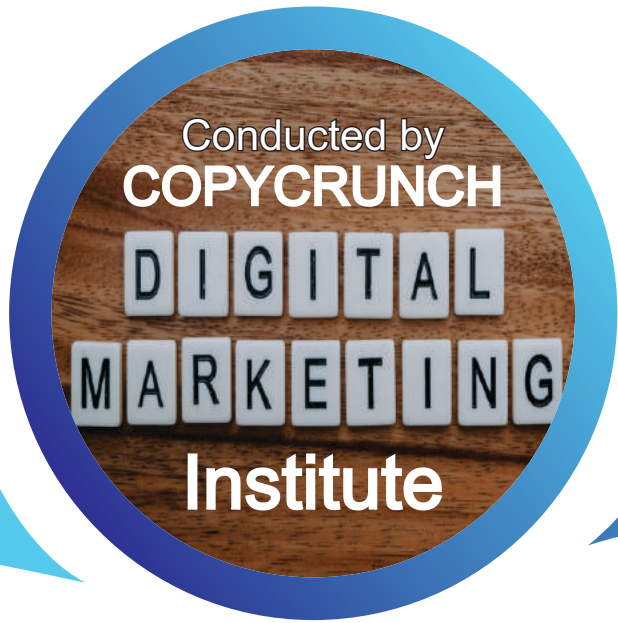
Master the concept of online advertising and learn how to cost-effectively run ads on platforms like Google, Facebook, Instagram and more.

## Lesson 9 Ecommerce

Master the nitty-gritties of selling your products on third party ecommerce platforms, as well as learn how to build your own ecommerce store. Master the technique of optimizing your ecommerce pages to attract relevant traffic and drive conversions.

## Lesson 10 Email Marketing

Emails are a great way to maintain contact with customers / prospects. Learn how to use mass mailing systems to send newsletters or offers. You'll get to understand the tips and tricks of creating impactful and successful email blast campaigns.



## Meet the Faculty

### ○ Huzefa Johar

Huzefa has been working in the digital marketing field ever since internet became mainstream in India. He specializes in Digital Marketing for software products, and is passionate about enabling small business market themselves like big companies.

### ○ Mariyam Johar

Mariyam is a marketing communication specialist and has worked extensively in the field of content marketing, design, and social media marketing.

## Course Schedule

Jan						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Feb						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Mar						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Venue: Learning Studio**  
**45 North Range, Kolkata - 700017**

