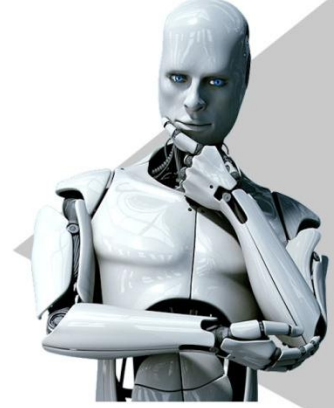


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Digital Marketing

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Session 1 - Introduction and Basics

- Introductions & Course Overview
- History Of The Internet
- Who Is Online & What Do They Do Online?
- What Do The Statistics Tell Us?
- How Does The Net Differ From Other Channels?
- Strategic Approach to Digital Marketing

Session 2 - Strategy & the Internet

- Understanding Strategy vs. Tactics
- Corporate vs. Online Strategy
- Comparing Leading Views Of Online Strategy
- Building Your Online Strategy

Session 3 - Web Site Best Practices

- Web Site Best Practices
- Navigation & Usability, Design & Presentation, Content, E-commerce
- The Components Of Building, Branding & Maintaining A Successful Site



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- The Essential Web Site Checklist

Session 4 - Social Media, Conversations, Community & Content

- What is Social Media?
- RSS/XML Feeds, Tagging and Sharing
- Marketing Through Social Media: Blogs, Podcasts, Wikis, Video
- Social Networks, Online Communities & Virtual Worlds
- Conversation & Content Strategy

Session 5 - E-mail Marketing & Getting To the Inbox

- E-mail Marketing Background & Strategies
- Building Lists & Permission
- Retention & Readership - Getting To the Inbox & Getting Read
- Inbox Effectiveness: Deliverability, Testing & Tracking

Session 6 - Search: Getting Found Online

- The Importance & Power Of Search
- Search Engine Visibility
- Search Engine Marketing

Session 7 - Online Advertising & Media

- What Is Online Advertising?
- 'Traditional' online ads - Banners, Buttons and Pop-Ups
- Rich Media advertising
- Pricing Models & Delivery Options

Session 8 - Mobile Marketing

- Mobile landscape
- Stats & Research
- Mobile Tactics
- Audience engagement

Session 9 - Building Online Traffic

- What Is Viral, Buzz Marketing & Word-of-Mouth
- Media Allocations
- Cross-channel Marketing strategies

Session 10 - Web Analytics, Business Intelligence & Customer Intel

- Using the Net for Business Intelligence
- Understanding Web Analytics & Behavioral Measurement
- Getting Feedback Through Your Site And Through The Web
- Knowing and Helping Your Customers
- Tracking and Analyzing Customer Actions
- Using Database Marketing & One-To-One Tactics In The Online World

Session 11 - E-Commerce & Applying the Online Marketing Toolkit

- Putting It All Together
- Testing and Optimization
- Understanding Metrics That Determine Success



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Session 12: Class Assignment - Building an Online Marketing Plan

- Teams will present their plans to the class

Session 13: Industry Insider Roundtable

- Panel Discussion - we will be inviting a group of online industry marketing leaders to discuss both current successes and what they see in the future for online marketing



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