

Digital Marketing Training

by Neeraj Ramnani

Introduction to Digital Marketing... *1 Hour*

Learn what digital marketing really is, and how it is shaping the world of business in the 21st century.

Module #1 Key Principles... *2 Hours*

Learn the key concepts and principles of digital marketing – such as list building, building traffic, etc.

Module #2 Keys to Driving Sales and Engagement... *1 Hour*

How do you convert your followers to sales, engagement or conversations? Learn strategies adopted by the best companies in the world to win customers. Also, this module covers inbound marketing funnels.

Module #3 Fundamental Tools...*2 Hours*

Learn to leverage Facebook, Twitter, YouTube, Emails, Google Ads etc. for maximizing the returns from your digital marketing.

Module #4 Search Engine Optimization... *1 Hour*

Learn the basics of what it takes to rank on top in search engines for relevant keywords.

Module #5 Case-Studies... *1 Hour*

Best practices and real-life examples of companies like Amazon, Zomato and more, followed by a hands-on experience of running Google & Facebook ads for a real product.

Handout

A handout will be provided with a list of over 80 other cutting-edge tools (and their uses) that you can use in your digital marketing ammunition.