

DICE

A C A D E M Y



DIGITAL MARKETING COURSE PLAN

DURATION = 6 MONTHS



Mode (both available)
Online | Offline

EMI
Available

Fundamentals of marketing

Basics of marketing

- What is marketing?
- Marketing mix for products - 4Ps and 4Cs
- Marketing mix for services - 7Ps
- Advertising vis-a-vis sales
- Advertising vis-a-vis PR/corporate communications
- Advertising and cultural values
- What is a brand vis-a-vis a product/service and a company?
- Traditional tools vs digital
- Origin and evolution of Indian advertising

Brand & Consumer

- Brand identity & personality
- Understanding customer personas & segmentation
- Need gap - Maslow's pyramid
- SWOT analysis
- Decision making - ACPP model - 5A model
- Customer acquisition funnel and personalisation

Introduction to digital marketing

Rise and rise of digital marketing

- Role of digital media in modern life and the implications for brands
- Career opportunities in digital marketing
- Origin and evolution of digital advertising
- Growth and development of mediums (websites>blogs>social media>metaverse)
- Digital vs traditional marketing
- Organic vs. Inorganic/Paid marketing
- Customer retention in digital space

Organisation structure

- Agency vis-a-vis Client
- Org structure
- Standard operating procedure
- Demographic vs. psychographic
- Marketing/advertising as a career

Case study

- Client to agency campaign execution of any popular and recent digital campaign; followed by Q&A

END OF MODULE 1 - WEEK 1 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Digital marketing foundation

Customer expectations

- Understanding customer expectation in the digital age
- How to measure return-on-engagement (RoE) (also, RoI)
- Role played by data and automation

Understanding customers

- Going digital
- Marketing/Digital transformation models
- Case study of successful digital transformation

Customer segmentation

- Segmentation - Targetting - Positioning
- Consumer behavior and responses
- How to select target markets
- Segmentation process ((hypothesize, quantify, and validate/describe)
- Behavioral marketing (also, automated behavioral marketing)

Digital transformation

- Going digital
- Marketing/Digital transformation models
- Creating a buyer persona
- Case study of successful digital transformation

Laying the framework

- Key 5 transformation lanes
- Engagement and content
- Data and analytics (competitor analysis)
- Process and execution
- Organisation and people

- Platforms and automation

Case study

- Digital marketing strategy of any popular consumer brand; followed by Q&A

END OF MODULE 2 - WEEK 2 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Online/Digital Presence

Becoming digital-first

- Omni-channel presence
- Omni-channel marketing
- Earned/Shared/Owned/Paid
- Organic vs. inorganic
- Mobile presence

Web presence

- Fundamentals of web design
- Designing without coding (Modules like - HTML/CSS)
- UI/UX fundamentals
- Live backend demonstration of WordPress
- CMS, Theme, Pages, Categories, Plugins
- Mailchimp Walkthrough
- Setting up Google Analytics with Primary
- Digital Property - Google Tag Manager
- Basics of Google Tag Manager
- Setting up Google Tag Manager
- Setting up Google Ads & Google Ads
- Conversion Tracking using Google Tag
- Manager
- Setting up Google Webmaster Tool
- Building a website using Content management system

Social media platforms

- Understanding social media
- Understanding platforms (FB/IG/TW/YT/LI/PI/WA)
- How to create and manage accounts

Blogs/ Vlogs

- What is blogging/vlogging?
- Identifying platforms
- Content planning & publishing

Video

- Importance of videos
- Formats & platforms
- Basics of video production
- Planning & publishing

Ecommerce

- Understanding platforms
- How to promote on an aggregator
- promoting brand/products on Amazon

New age publishing

- Webinars and podcasts

END OF MODULE 3 - WEEK 3 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Online/Digital Promotion Module 1 - Content marketing

Fundamentals of digital promotion

- Digital marketing vs. content marketing vs social media marketing

Basics of content marketing

- Basics of content strategy
- 3 Cs of Content Marketing (Context-Content-Communication)
- Building a content creation framework (ideation; calendarisation; repurposing; campaign planning)

Social media marketing

- What is social media marketing
- How each platform can be used as a marketing medium
- Campaign planning, deployment and management techniques
- Fundamentals of analytics
- Tools - publishing, analytics
- Influencer marketing

Search Engine Optimisation

- What is SEO?
- Understand how search engines work
- Different optimisation tactics - On-page vs. off-page
- Tech SEO vs Content SEO
- Identify the tools used for SEO audit
- SEO optimisation
- Basics of SEM
- Different SEM tactics
- Voice search

Search Engine Marketing

- Identify search and display networks
- Identify the elements of a campaign structure
- Identify the methods for optimizing landing pages
- Define ad rank
- Define conversions
- Identify the metrics to optimize campaign performance
- Define the various types of keywords and tools used for keyword research
- Explain search ad formats and extensions
- Identify reports used to measure and optimize search campaign performance
- Define dynamic search ads
- Define product listing ads

END OF MODULE 4 - WEEK 4 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Online/Digital Promotion

Module 2 - Engagement

Performance Marketing

- Performance marketing fundamentals
- Paid media universe

PPC

- Google Adwords
- Google Display
- List the various targeting methodologies
- Identify the various display ad formats
- Define reports used to measure campaign performance
- Identify the various Optimization methods
- Google Adsense

Email marketing

- Identify the key concepts of email marketing
- Identify the process for creating effective email marketing campaigns

Influencer marketing

- Understanding the ecosystem
- Identification and selection
- Engaging with influencers
- Co-creation and promotion
- Performance tracking

Mobile marketing

- Define Mobile Marketing
- Define mobile properties
- Identify best practices
- Identify advertising options for marketing on mobiles
- Identify methods used to market with mobiles
- App store optimisation

Affiliate marketing

Community management

- Strategy for community engagement.
- Engaging with the community
- Response management/ORM
- Content moderation techniques
- Automation
- Setting up KPI's, tracking, reporting and analysing

END OF MODULE 5 - WEEK 5 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Campaign Planning & Management

Campaign planning

- What is a brief? Understanding and developing a brief template; creative execution; media planning; success parameters

STP

- Segmentation - Targeting - Positioning

Marketing mix

- Websites; SEO; PPC; Social media; Mobile; Affiliates; E-commerce;

Post-modern channels

- Social commerce and conversation commerce
- Voice search optimisation

Case study and exercise

- Analysis and understanding of a performance campaign; strategy & planning of a brief

END OF MODULE 6 - WEEK 6 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Analytics

- Fundamentals of analytics
- Measuring marketing effectiveness (ROI, CLTV, CAC and Churn)
- Web/Google analytics
- Search analytics
- Social analytics
- Emailer analytics
- Mobile/App analytics
- Fundamentals of listening
- Identifying the right data
- Insight mining
- Reporting fundamentals
- Data visualisation
- Unified dashboard concept

END OF MODULE 7 - WEEK 7 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Final assignment & evaluation

Integrated Digital Marketing Campaigns

- Understand the concept of integrated digital marketing
- Identify why integrated digital marketing is important
- Identify the process of integration
- Create an integrated digital strategy of any popular brand

Case study

- Understanding integrated digital approach of a popular brand

Final examination

Final test

END OF MODULE 8 - WEEK 8 (2 HOURS/DAY/2 DAYS) | TOTAL - 4 HOURS

Thank you

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