

**Progress through Performance in Digital landscape**

Post Graduate Certificate in

# Digital Marketing & Growth

**Batch: 02**

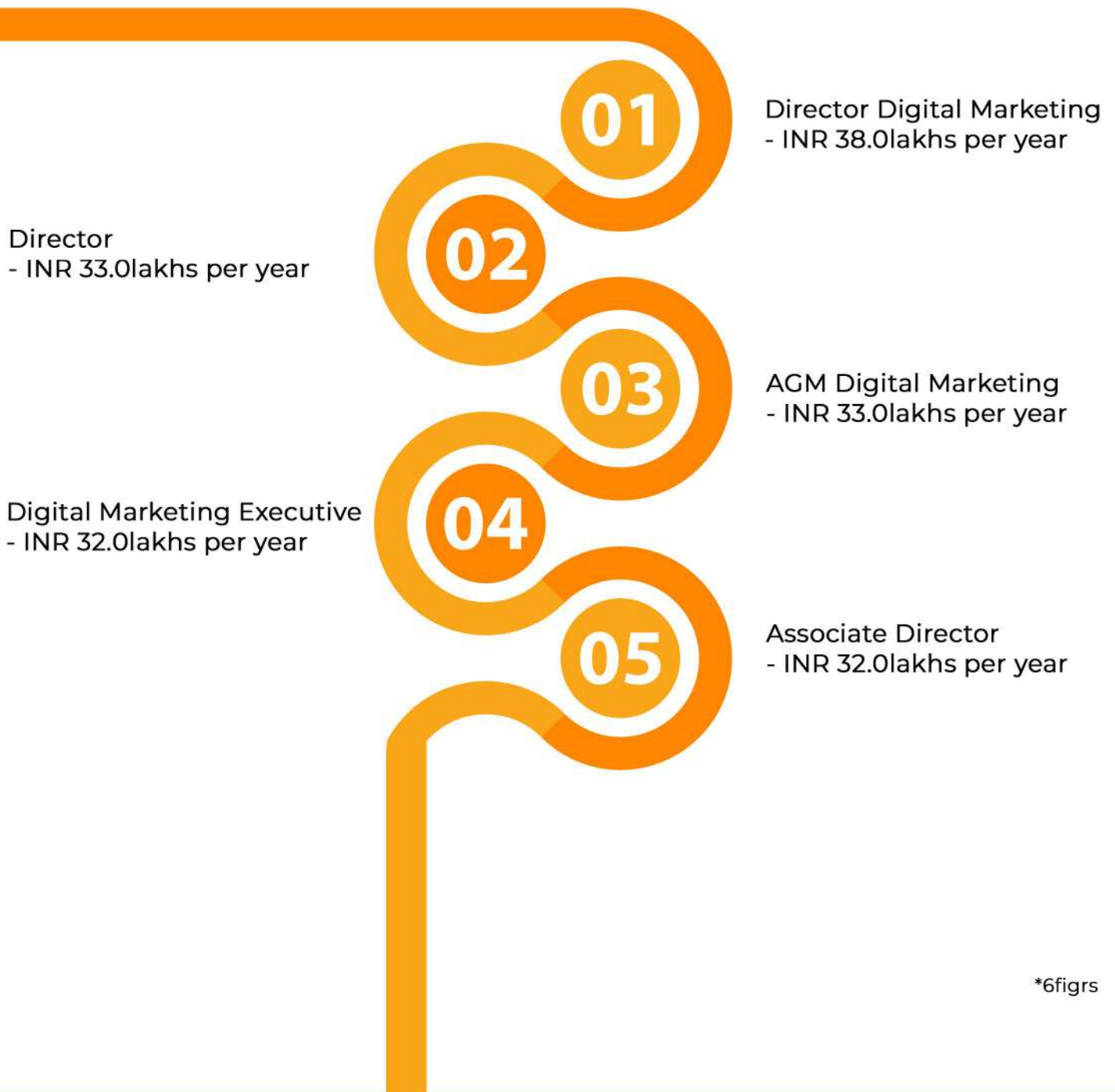


# Framing the Future in Digital Marketing

"The advanced advertising profession scope in the Indian market will be valued at \$160B by 2025, which is multiple times the current worth."

\*Goldman Sachs report

## Highest paying jobs as Digital Marketing



\*6figrs

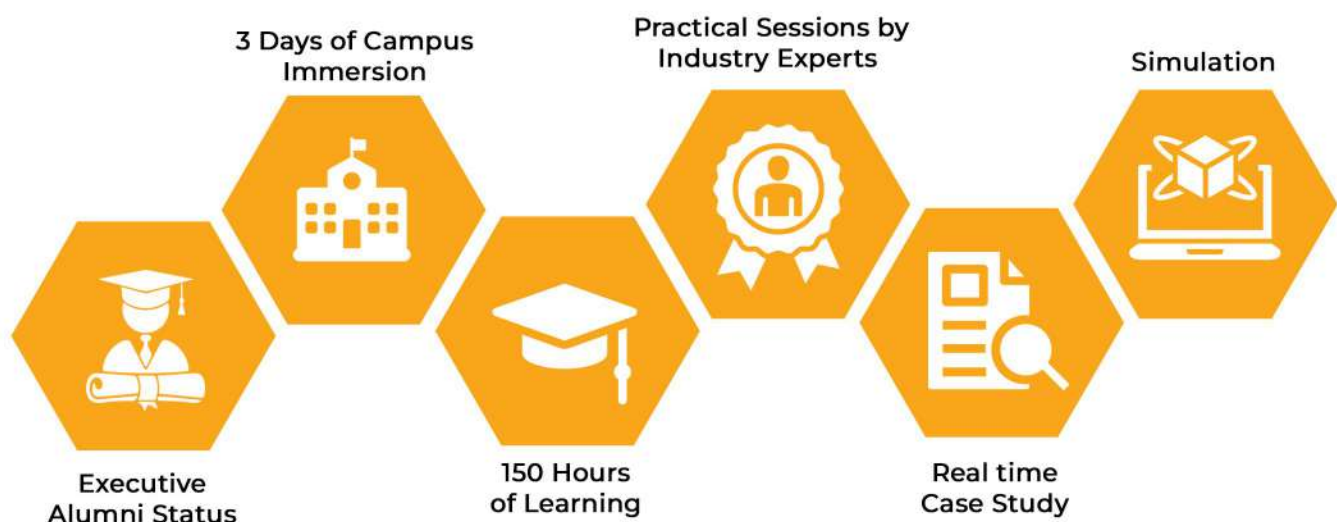


## Programme Overview

Organisations in the digital age require effective, profitable digital and social marketing strategies to expand their reach and profitability. Digital and social media marketing have become critical components of marketing plans and strategies. The marketing and advertising landscape has been dominated by search engines, websites, Facebook, Instagram, LinkedIn, and YouTube, as well as blogs, forums, Pinterest, and Snapchat. While most major brands have a strong digital and social media presence, start-ups, SMEs, and even individuals have begun to develop their own digital and social media brand presence. The role of digital and social media in modern marketing efforts cannot be overstated. It is a necessary component of nearly all successful marketing strategies.

With the growing emphasis on integrated digital and social media strategies, marketing professionals and organisations must have comprehensive digital and social media expertise. Participants will learn best practices and develop the skills to connect business objectives with digital and social media strategy, platforms, and tactics through case studies, simulations, interactive sessions, hands-on learning, and class exercises.

## Programme Highlights



Understand the concepts of Social Media and Social Media Marketing.

**Hands-on-practice on latest tools and techniques:**

- ▶ Google Analytics
- Website Creation and Optimisation
- ▶ Google AdWords
- ▶ Search Engine Optimisation and Search Engine Marketing.

Understand the concept of Digital Marketing.

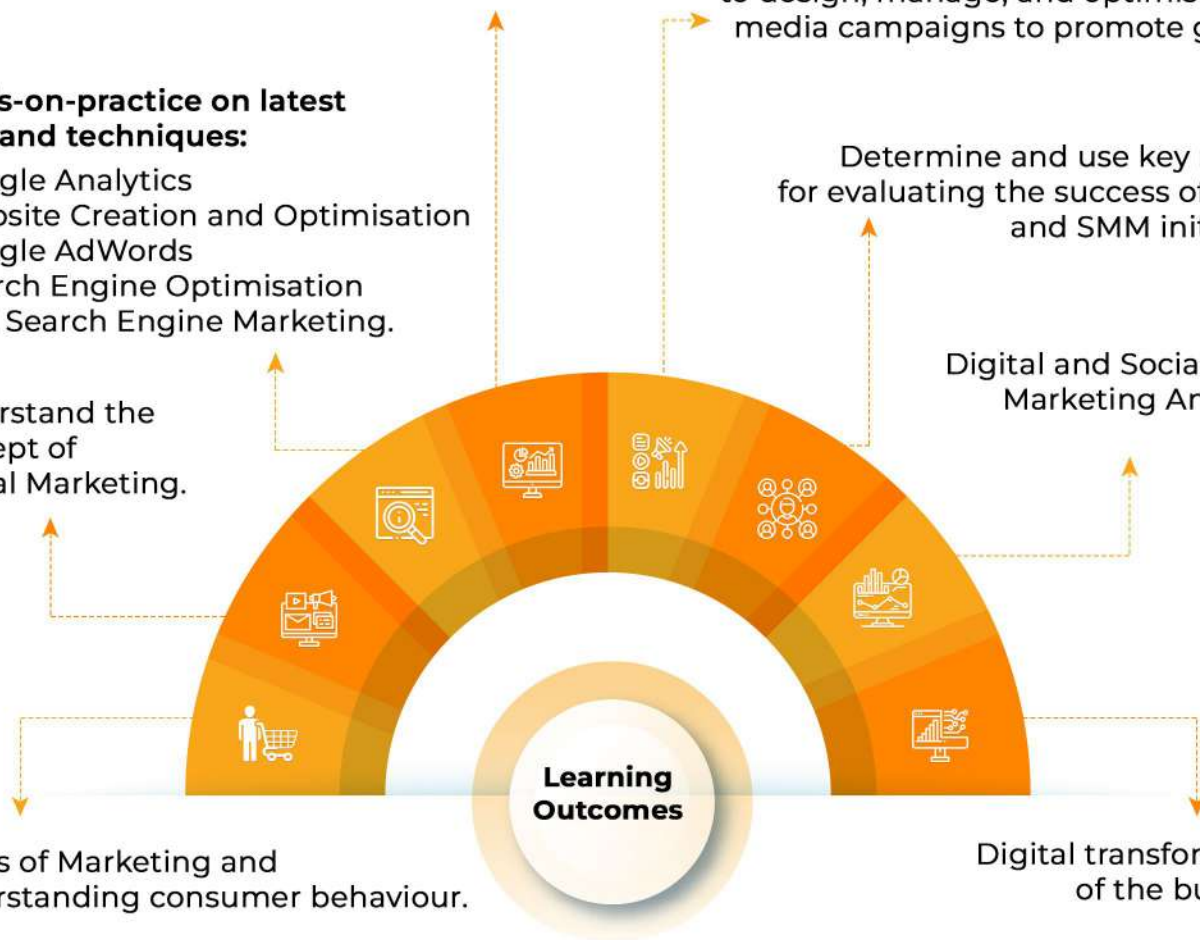
Basics of Marketing and understanding consumer behaviour.

Use social media tools and platforms to design, manage, and optimise social media campaigns to promote growth.

Determine and use key metrics for evaluating the success of digital and SMM initiatives.

Digital and Social Media Marketing Analytics.

Digital transformation of the business.





## Pedagogy



## Assessment Criteria

- 20% Quiz
- 50% Capstone Project
- 30% Simulation

## Eligibility

- Graduates (10+2+3) from a recognised university (UGC/AICTE/DEC/AIU/State Government/ recognised international universities) in any discipline with a minimum of 01 year of work experience after graduation.

## Admission Criteria

- Selections will be based on a detailed Profile of the Candidate in his own words elaborating his Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme".

# Programme Content

## Basic Marketing

- Basics of Marketing
- Marketing Environment
- Marketing Plan
- Exploring Consumer Needs
- STP
- Perceptual Mapping
- Extended Marketing Mix

## Consumer Behaviour

- Understanding Consumers
- Consumer Journey Mapping
- Enhancing Customer Experience
- Communicating with Consumers

## Basics of Digital Marketing

- Basics of Digital Marketing
- Evolution
- Terminologies
- Difference Between Traditional and Digital Marketing
- Importance and Scope of Digital and Social Media Marketing

## Search Marketing

- Search Marketing
- SERP
- Keyword research
  - Black hat, White hat, and Gray hat SEO

## On-Page SEO

- Website optimization
- Meta tag, H tag, Alt tag
- Internal backlink
- Sitemap
- Robot.txt

## Off-Page SEO

- Backlink Management
- Article submission
- Blog submission
- Map listing
- Business listing
- Social backlink

## Search Engine Marketing

- Banner Advertisement
- Display advertisement
- PPC
- Bid and PPC calculation

## Google AdWords

- Account creation
- Customer research
- Campaign creation
- Campaign management
- KPI's of successful campaign

## Website Creation and Management

### Google Analytics

- Setting up an Account
- Account Structure
- Tracking and Reporting

### Google Tag Manager

- What is a Tag and what is GTM
- Setting up GTM
- GTM Structure
- Types of Triggers
- Advantages of GTM
- Measuring campaign effectiveness

### Social Media Marketing

- Defining Social Media Marketing Elements of Social Media Marketing
- Social Media Vehicles
- Elements of Social Media Marketing Strategies
- Social Media Mix
- Social Media Campaign Management

### Game of Like and Share

- Facebook Marketing
- Facebook Page creation
- Facebook Marketplaces
- Facebook Campaign
- Facebook Ad Creation

## Linking Up for B2B

- LinkedIn Marketing
- LinkedIn Campaign
- Personal Branding using LinkedIn
- LinkedIn Ad Creation

### Online Storytelling

- Instagram Marketing
- Insta Influencer
- Instagram Ad Creation

### Hashtag World

- Twitter marketing
- Twitter campaign
- Twitter Ad Creation

### YouTube Marketing

- YouTube Marketing
- Video Advertisement Creation

### Contemporary Social Media Marketing Tools

- WhatsApp Marketing
- Snapchat Marketing
- Reddit Marketing
- Pinterest Marketing

## Measuring Campaign Success with ROAS and ROI

- Goal Setting
- Understanding ROI Metrics
- Roi Calculation
- How to Optimise ROI

## Digital and Social Media Analytics

- Analysing Customer Reviews
- Twitter Analytics
- Sentiment Analysis and Exploring Consumer Emotions
- Viral Marketing
- Selection of Optimal Channel for Advertisement
- Ad effect

## Mobile Marketing

## Affiliate Marketing

## Influencer Marketing

## Blogger Outreach

## Online Aggregator

## Content Marketing

## Email/Catalogue Marketing

- Creative Creation
- Email Campaign Management

## Meme Marketing

## Contextual Marketing

## Digital and Social Media Marketing for B2B

## Online CRM

- Remarketing using Digital and social media

## Consumer Experience Management in Digital Era

## E-commerce Management

## Digital Transformation of the Business

- Online Retailing and Aggregators
- P2P Platform Management
- Recommendation System
- Page Assortment
- Use of AR, VR, and Metaverse for Enhancing Consumer Engagement



## Unlock New Age Digital Techniques



Google Ads



Google Tag Manager



Instagram  
Ads



facebook Ads

Google

Search Console



Analytics 360

LinkedIn ads



Ads

You Tube Ads

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## Programme Details

<b>Batch</b>	: 02
<b>Duration</b>	: 12 months
<b>Mode</b>	: Direct-to-Device
<b>Application Closure Date</b>	: Closing Soon
<b>Schedule Timings</b>	: Sunday, 10:00 am to 1:00 pm

## Fee Structure

Particulars	Total Fees (Amount in INR)
Application Fees	1,500/- + GST
Total Fees (Excluding Application fees)	1,80,000/- + GST

Easy EMI Options Available

Instalment Pattern	
Particulars	Amount in INR
Instalment 1	80,000/- + GST 5 days from the date of offer release
Instalment 2	50,000/- + GST
Instalment 3	50,000/- + GST



## Programme Certification

Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion'.

### “Post Graduate Certificate in Digital Marketing & Growth”.



After completing 70% attendance and 50% in the assessment, the participants will acquire a certificate of completion. Those who do not meet the prescribed programme criteria will only get a certificate of participation.



## About IIM Visakhapatnam



Rating by Shiksha.com



Outlook ICARE  
Rankings 2021



NIRF Rankings  
2022

The Indian Institute of Management (IIM) Visakhapatnam is designated as an Institution of National Importance under the IIM Act of 2017. Its overarching goal is to achieve global excellence in management and management research. The Institute's activity profile is constantly expanding in scale and scope, offering distinct academic and research programs to meet current and emerging opportunities in the industry and government. In order to strengthen its credibility as a knowledge-driven entity, the IIM Visakhapatnam aims to rank among the top 20 business schools in the country within the next five years.

# Know the Facilitators



## Prof. Amit Shankar

Programme chair and faculty in the area of marketing at IIM Visakhapatnam  
Ph.D. in Marketing from Vinod Gupta School of Management, IIT Kharagpur

## Prof. Priyavrat Sanyal

Assistant Professor in the area of marketing at IIM Visakhapatnam  
Fellow Program in Management – Full Time (Ph.D.) from Indian Institute of Management, Indore in the area of Marketing



## Prof. Pankaj Vishwakarma

Assistant Professor in the area of marketing at IIM Visakhapatnam  
Ph.D. degree from IIT Kharagpur

## Prof. Preeti Viridi

Assistant Professor in the area of marketing at IIM Visakhapatnam  
Doctorate degree in Marketing from Shailesh J. Mehta School of Management, IIT Bombay



## Prof. Malavika R Harita

Adjunct Faculty at IIM Visakhapatnam  
Founder & CEO at Brand Circle  
PG Diploma in Digital Business from Columbia Business School and MIT Sloan School  
IIM Bangalore- Executive Education Program in Teaching Methodologies  
Institute of Directors- Certified Corporate Directorship Program  
Columbia Business School- Diploma in Digital Marketing: Customer Engagement, Social Media, Planning & Analytics  
London School of Economics- Program on Globalisation by Lord Meghnad Desai Gurukul  
Chevening Scholar  
IIM Bangalore- PG Diploma in Management Specialised in Marketing and Finance



## Previous Cohort of Stellar Professionals

### Top Companies Our Alumni's are working with

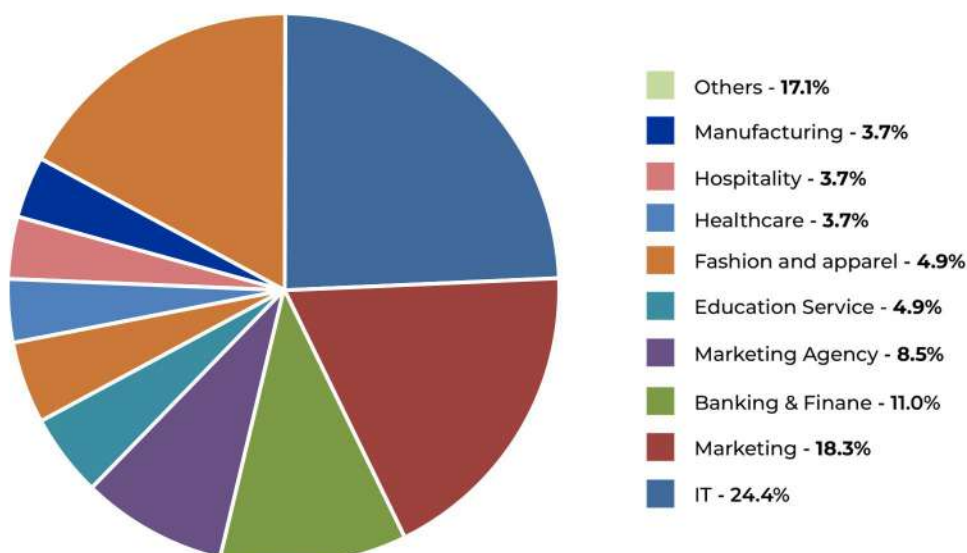


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### Top Profiles



### Industry Representation



\*This list is partial