



APPLIED DIGITAL MARKETING PROGRAM

MODULES

MODULE 1: DIGITAL MARKETING STRATEGY

- Overview of Marketing & Revolution from traditional marketing to digital marketing
- Overview of Digital Marketing Strategy
- Understanding the consumer behavior on the internet
- Digital Marketing Assessment Phase
- Digital Marketing Strategy Phase
- Digital Marketing Communication and Channel Mix Phase
- Digital Marketing Operations Phase
- Digital Marketing Reinforcement Phase
- Digital Marketing Career Options

MODULE 2: DIGITAL MARKETING TOOLS

- Social Media Marketing Tools: Facebook, Instagram, LinkedIn, Hootsuite
- Search Engine Marketing: Google Adwords and Youtube Studio
- Search Engine Optimisation and Link Building tool: Ubersuggest
- Website Development and Maintenance
- Customer Relationship Management Tool: Leadsquared
- Other marketing tools: Whatsapp, Email, SMS
- Ad Managers: Facebook, Instagram and LinkedIn (Sales Navigator)
- Digital Marketing Analytics: Facebook, Instagram, LinkedIn, Youtube, Google and Web

MODULE 3: BUSINESS ACUMEN SKILLS

- People v System orientation of a business
- Business organisational structures
- Business functions
- Business Strategy and Management
- Entrepreneurship process and 9 building blocks
- Technical Intelligence

MODULES

MODULE 4: COMMUNICATION FOR DIGITAL CUSTOMERS

- Verbal and Non-verbal communication
- Building self confidence
- Confident public speaking
- Mastering self-leadership
- Resume writing and interview preparation
- Interpersonal communication with clients
- Content Writing tips for business emails

MODULE 5: GRAPHIC DESIGNING TOOLS

- Canva
- Adobe illustrator
- Adobe photoshop

CONTACT FOR MORE DETAILS



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