

Digital Marketing Services

Digital Marketing Services aims at followings:

1. Identify role and scope of digital technologies in planning marketing strategies for a particular business
2. Assess digital marketing platforms to achieve marketing objectives effectively for a particular business
3. Develop digital marketing strategy for a particular business

I: Overview Of Digital Marketing
<ul style="list-style-type: none">• Introduction to Digital Marketing• Digital Marketing Environment• Digital Evolution and Consumer Buying Behaviour
II: Digital Marketing Strategy
<ul style="list-style-type: none">• Digital Marketing Landscapes and Metrics• Framework for Digital Marketing Strategy• Digital Marketing Strategy and Planning
III: Digital Marketing Channels
<ul style="list-style-type: none">• E-mail Marketing• Search Engine Optimization• Pay per Click Advertising• Display Advertising• Social Media Marketing• Mobile Marketing• Gamification• Website Marketing• Online Reputation Management
IV: Measuring Digital Marketing Strategy
<ul style="list-style-type: none">• Digital Marketing Analytics• Measuring ROI on Digital Marketing• Ethics in Digital Marketing