

Digital Marketing

- Introduction, History & Evolution of Digital Marketing, Types of digital media, Using Digital Media for Business, Key attributes of Improving Customer Experience.
- SEO, Website- Steps to Create SEO Plan
- Webpages Search - How Other Websites Can Work for Us, SEM, SEM Auction -Good Keywords
- SEM - Factors Influencing Relevance Score, How to structure SEM campaigns to achieve greater relevance, Keyword Match Types, Measuring the Value of SEM campaign
- SMM – Paid, Owned & Earned Media, Social Media Impact, Usability for Marketers, essential feature of Social Media.
- Introducing Social Media Platforms, Measuring Effectiveness of Social Media, social media analytics.
- SMM campaigns – Facebook, **LinkedIn**, YouTube, Twitter.
- Email Marketing – Subject Line, Users List, Content, Design, Call To Action, Popular Email Marketing Models
- Mobile Marketing- Key Benefits, Challenges, Mobile Marketing Strategies- Missed Call Marketing, Applications, Website, Gamification & AR, SMS, QR Code
- E-commerce – Understanding trends, Categories of E-Commerce, Use of e-tailers for promotion and distribution of brands, Benefits to Customers & Marketers, Web Terminologies

Reference Books:

1. The Art of Digital Marketing – Ian Dodson – Wiley Publication
2. Marketing 4.0 Moving from traditional To Digital – Philip Kotler, HermawanKartajaya, IwanSetiawan – Macmillan Publication
3. Digital Marketing – Vandana Ahuja – Oxford Publication
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan – Kogan Page
5. Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis-Chadwick
6. Convert! Designing Websites For traffics and Conversions – Ben Hunt
7. The Social Media Bible: Tactics, Tools & Strategies for Business Success – Lon Safko
8. Global Content Marketing – Pam Didne
9. The Power of Visual Storytelling – Ekaterina walter
10. Digital Marketing – Dr. Hari Krishna Maram