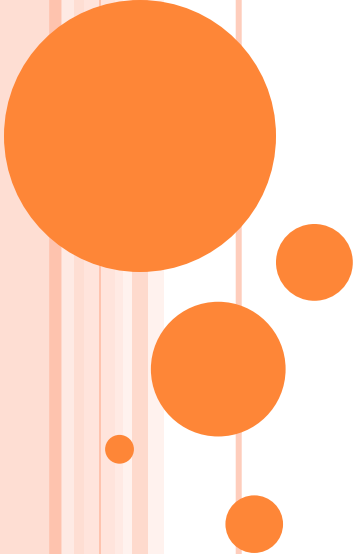




REPORT ON DIGITAL MARKETING

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OBJECTIVES OF DIGITAL MARKETING

The objective of Digital Marketing are as follow :

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment



COURSE CONTENTS

- ✓ Introduction to the course
- ✓ Define your business and target audience
- ✓ Brand Identity
- ✓ Email Marketing
- ✓ YouTube
- ✓ Video Marketing
- ✓ Facebook Group (Social Media Marketing)
- ✓ Facebook Pages (Social Media Marketing)
- ✓ Facebook Ads (Social Media Marketing)
- ✓ Facebook Retargeting (Social Media Marketing)
- ✓ Facebook for local business (Social Media Marketing)
- ✓ Google Adwords
- ✓ Google Analytics
- ✓ Twitter (Social Media Marketing)
- ✓ Instagram (Social Media Marketing)
- ✓ Social Media Live Streaming



LEARNING METHODOLOGY

- ✓ Video lectures
- ✓ Shares pdf & gives assignments after completion of the section
- ✓ Articles are provided for ease of learning
- ✓ Assignments are given to apply the strategies we learned in this course
- ✓ Case studies



KEY LEARNINGS

- ✓ It helps out in learning dozens of proven digital marketing strategies.
- ✓ How to improve brand identity and grow brands audience.
- ✓ To learn social media marketing using all of the most popular social media platforms to grow business
- ✓ How to grow your email list, website traffic, subscribe count and social media following
- ✓ How to increase conversion and sales with real world techniques.





Thank
you!!

