

Summer training report

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On

“DIGITAL MARKETING”

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1. Course description –

This online course on digital marketing available on Google Digital Garage. Teach the learner basics of Digital Marketing. This course covering of 26 modules around every day aspect of Digital Marketing. Course duration of covered 26 modules digital marketing in 40 hours. Every topic of learning followed by a quiz and lastly a corneous test to check the learning outcomes minimum of 80% passing marks.

Digital marketing –

Digital marketing is a term used for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, emails, and mobile apps.

2. Objectives –

Learn about Digital tools like SMO (search engine optimization), SEM (search engine marketing), PPC (pay per click), SMM (social media marketing) content writing, blogging, Email writing etc.

3. Key learnings -

1. Search engine optimization (SEO)

Search engine optimization techniques may be used to improve the visibility of business websites and brand-related content for common industry-related search queries. The importance of SEO to increasing brand awareness is said to correlate with the

growing influence of search results and search features like featured snippets, knowledge panels and local SEO on customer behaviour.

II. Search engine marketing (SEM)

SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness and conversions. 33% of searchers who click on paid ads do so because they directly respond to their particular search query.

III. Social media marketing

70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms. Facebook, Instagram, Twitter and YouTube are listed as the top platforms currently used by social media marketing teams.

IV. Content marketing - Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

4. Learning methodology –

During the course, methodology tools we used to teach were detail videos, PPT, lecture, assignments every topic of learning followed by a quiz.

5. Benefits of digital marketing-

- Make it easy for people to find
- Selling product online
- Take business online and global marketing
- Instant feedback
- Time and effort saving
- Reaching more people locally