

Summer Training Report

By

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MBA (Pharmaceutical Management) 2019-21



Part-1

Acknowledgements

At the very outset, I would like to express my gratitude to Mr. Tavinder Jit Singh Vasudeva, for opening up the opportunity of an internship in this esteemed organization. I also thank Dr. Sandeep Narula, for the pivotal role played during the selection for this internship.

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Abbreviations

PPC: Pay per Click

TOFU: Top of the Funnel

BOFU: Bottom of the Funnel

MOFU: Middle of the Funnel

RMP: Registered Medical Practitioner

Introduction

Organization Profile: Micro Labs Ltd.

Established in 1973, Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

A privately held company, founded by late Mr. G. C. Surana, the company is under the leadership of Mr. Dilip Surana & Mr. Anand Surana.

Micro Labs occupies leading positions in select therapeutic areas like Cardiology, Diabetology, Ophthalmology, Dermatology, Pain / Analgesics etc.

I was fortunate to be an intern of Micro Labs- International Division, Gurgaon, under the leadership of Mr. Tavinder Jit Singh Vasudeva, an industry expert. I was directly reporting to Ms. Pragati Arora and Mr. Neeraj Alawadhi for the duration of the internship.

The field of work was primarily Market Research in the Diabetology domain. It also went on to include Marketing Campaigns and their various components

Objectives

1. Learning the basics of Corporate Communication: Netiquette
2. Exploring the foundations of Digital Marketing
3. Creating a Brand Launch Marketing Campaign for anti-diabetic drug:
Teneligliptin
 - a. Market Research
 - b. Data Collection and Analysis
 - c. Launch Event Planning
 - d. Budget Plan (Cost estimations and Sales Projections)

Methods of Data Collection

The main method of data collection was secondary research to find the market size and scope of the diabetes market in India and Africa.

Primary Data was collected to gauge the demand of the drug in Indian semi-urban area by a field survey and administration of a questionnaire to 10 pharmacies in the town of Jagraon, Punjab.

CHEMIST SURVEY

Disclaimer: Hello Sir/Madam, I _____, intern of Micro Labs is conducting a market survey on _____ for the launch of brand. I would appreciate if you could assist me with some information which can help me to complete my project. Thanks in advance for your valuable time.

Surveyor Name	
Chemist Name	
Location	
Email	
Phone No.	

1) What is the average number of Teneligliptin prescriptions do you receive weekly on retail counter?

2) Which DPP-4 inhibitors (Gliptins) are the most selling molecule with their average weekly Rx?

a) Sitagliptin

b) Sexagliptin

c) Linagliptin

d) Teneligliptin

e) Vildagliptin

f) Others

3) What is the different dosage strength/SKU of Teneligliptin available at your medical store? (Specify all)

S.No	Brand	SKU Name	Dose/Strength	Price
1				
2				
3				
4				
5				

4) Name the top five selling brands of Teneligliptin in a sequence based on sales in your medical store-

Sr.No	Brand Name	Dose/Strength	Avg No. of weekly Rx
1			
2			
3			
4			
5			

5) For which among below options you receive high Rx? What is the average number of Rx on weekly basis?

Monotherapy Combination with Metformin

6) Are the customers' price sensitive towards Diabetic brands?

Yes No

THANK YOU!

Picture 1: Survey for Pharmacists

Learning

Corporate Communication Etiquette

Netiquette is short for "Internet etiquette." Just like etiquette is a code of polite behavior in society, netiquette is a code of good behavior on the Internet. This includes several aspects of the Internet, such as email, social media, online chat, web forums, website comments, multiplayer gaming, and other types of online communication.

For companies, being a good netizen, applying online ethics, and using netiquette include:

- **Respecting rights of privacy for offline employees:** Information possessed by citizens in their offline interactions should be respected.
- **Maintaining transparency in information policies:** By enabling consumers to easily and quickly understand how the company is using their information. Companies can provide users with a clear means of ownership and self-determination as to what is, and isn't shared about them, which strengthens the consumer relationship.

Companies can practice good netiquette by doing the following:

- **Establishing Core Values:** Identifying a set of business values tells your customers that you are committed to providing quality service and that you take responsibility for the business decisions you make.
- **Gaining Customer Trust:** Customers are more likely to view your business as legitimate if your website looks official.
- **Secure Customer Data:** It is the responsibility of e-commerce businesses to protect sensitive consumer data such as addresses, customer account numbers and bank and credit card information. Business owners must purchase a SSL certificate for their website's server.
- **Ethical Web Content:** Keep the content on your site current so you continue to offer consumers reliable information. An additional factor to consider is that while search engine optimization can bring more traffic to your website, it's your responsibility to supply useful and original content.

Netiquette Guidelines

While there is no official list of netiquette rules or guidelines, the general idea is to respect others online. Below are ten examples of rules to follow for good netiquette:

1. Avoid posting inflammatory or offensive comments online (a.k.a flaming).
2. Respect others' privacy by not sharing personal information, photos, or videos that another person may not want published online.
3. Never spam others by sending large amounts of unsolicited email.
4. Show good sportsmanship when playing online games, whether you win or lose.
5. Don't troll people in web forums or website comments by repeatedly nagging or annoying them.
6. Stick to the topic when posting in online forums or when commenting on photos or videos, such as YouTube or Facebook comments.
7. Don't swear or use offensive language.
8. Avoid replying to negative comments with more negative comments. Instead, break the cycle with a positive post.
9. If someone asks a question and you know the answer, offer to help.
10. Thank others who help you online.

The Do's and Do Not's of Online Communication

DO'S AND DO NOT'S	
DO'S 	DO NOT'S 
1. Be cordial and respectful	1. Be rude
2. Verify facts before posting	2. Pass on information
3. Respect Privacy	3. SPAM
4. Respond Promptly	4. Alter someone's words
5. Publish original and relevant content	5. Send chain letters or inappropriate links
6. Take permission before sending emails or letters	6. Spread private chats
7. Ensure people can unsubscribe	7. Send emails to everyone or reply all
	8. Use all capitals

Picture 2: The Do's and Don't's of Internet Communication

Email Etiquette

According to business coach Barbara Patcher, following are the essential email rules that every professional should be following:

1. Include a clear, direct subject line: Brief but should get the point across without confusion. E.g. Submission of assignment
2. Use a professional email address: Avoid addresses like barbiegirl21 etc.
3. Use “Reply all” sparingly: Only respond to the person who needs the response
4. Include a signature block: The block should include name, company name, designation etc.
5. Use professional salutations: Don’t use Hi or Hey, instead, use Hello.
6. Avoid exclamation marks: They don’t look professional
7. Avoid using humour: It may be offensive and not prudent.
8. Account for cultural differences: Understand the culture of the recipient
9. Reply to an email: Always respond if the sender is expecting one, even if the email is not intended for you.
10. Proof-read every message: Read and re-read so you don’t have to apologize later
11. Add the email address last: So you don’t send an email without an attachment and proofreading.
12. Keep fonts classic: Arial, Times New Roman and Calibri Body are some of the acceptable fonts
13. Beware of your tone: Imagine how the recipient will perceive the message and use polite words and greetings.
14. Don’t disclose confidential information: Every electronic message leaves a trail so be careful of the data being shared

Marketing Campaign for a Pharmaceutical Product

A campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a particular product or range of products through various channels such as television, radio, prints and online platforms.

Campaigning, however, is not limited to advertisement and includes interactive techniques such as lectures, blogs, conferences etc. Campaigns are usually done to generate brand awareness and increase sales.

Marketing campaigns can be designed with different goals in mind, including:

- building a brand image
- introducing a new product
- increasing sales of a product already on the market
- reducing the impact of negative news

Defining a campaign's goal usually dictates how much marketing is needed and what media are most effective for reaching a specific segment of the population

Promotional Tools used for marketing of pharmaceutical products:

- Doctors Detailing
- Product Sample Distribution
- Stockiest Incentive
- Cash Discount
- Gifts to doctors, chemists and stockiest
- Sponsoring schemes to doctors
- CME Programs and Health Camps

Steps of a Marketing Campaign

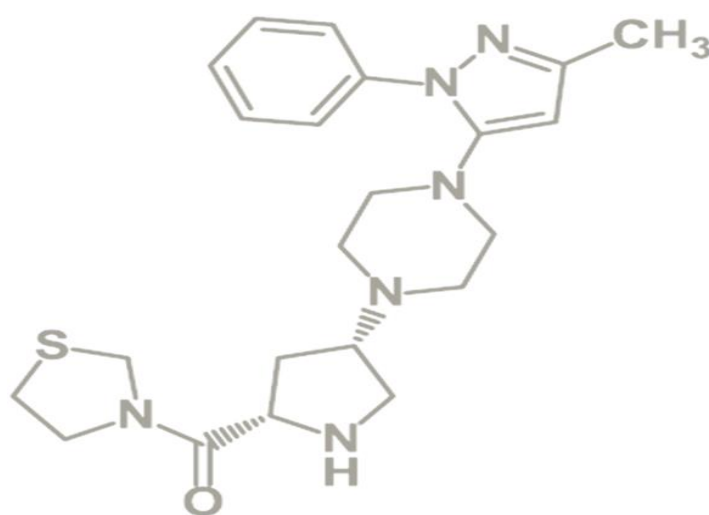
1. **Defining Goals:** The first step in achieving tangible success is to have a starting point and an endpoint against which progress can be measured. The goal should be clear and specific.
2. **Setting a Budget:** A budget keeps the financial aspect of the campaign in perspective, making sure that there is an underlying profit resulting from the campaign, instead of the promotion being a drain for funds
3. **Determining the Target Audience:** The target audience comprises of two main groups: the physicians who prescribe the medicine and the patients who are the ultimate consumers. A thorough evaluation of the requirements and preferences of both these groups will lead to a more focused and effective campaign which brings about market penetration.
4. **Selecting Media:** To decide which media are best for a campaign, we have to

think about the media your target audience uses most and how the different media align with the goals and budget of your campaign. If the goal is to increase online sales? PPC ads and social media might work best. If we want to increase foot traffic for a seasonal promotion? Television and newspaper might work best

5. **Deciding a Message:** We want the message to resonate with our target audience, so we will want to create a message that speaks to their needs, interests and experiences. Messaging should be focused on the consumer and how your business will benefit them
6. **Measuring the Results:** Instead of waiting until the campaign is over, we want to monitor the results of our different media throughout the campaign. This might mean counting how many people used a coupon from the newspaper or clicked on an online advertisement. If one aspect of our campaign is thriving while another is not, we must consider making changes to improve the results.

The Final Campaign

The Product: Tenzeligiptin is a recently developed oral **dipeptidyl peptidase 4 inhibitor** indicated for the management of type 2 diabetes mellitus (T2DM) in adults along with diet and exercise.



Pharmacokinetics

- $T_{\max} = 1$ hour.
- $t_{1/2} = 18.9$ hours.
- Maximum inhibition (89.7%) in plasma DPP-4 activity: 2 hours and maintained

>60% at 24 hours.

- Metabolism: CYP3A4, FMO1 and FMO3.
- Renal route: 34% excreted unchanged
- Hepatic and Renal routes: 66%

Pharmacodynamics

- IC₅₀ human plasma DPP-4 activity: 1.75 (95% CI, 1.62–1.89) nmol/L
- IC₅₀ recombinant human DPP-4 activity: 0.889 (95% CI, 0.812–0.973) nmol/L
- IC₅₀ values of Teneligliptin for DPP-8, DPP-9, and fibroblast activation protein (FAP) are 0.189, 0.150, and >10 µmol/L, respectively, all of which are more than 160 times the value for recombinant human DPP-4.
- Teneligliptin 40 mg daily was found to lower HbA1c to <7% in additional ~15%.

Indication and Dose

- Teneligliptin is currently used in cases showing insufficient improvement in glycemic control even after diet control and exercise or a combination of diet control, exercise, and sulfonylurea- or thiazolidine-class drugs.
- In adults, Teneligliptin is orally administered at a dosage of **20 mg once daily**, which can be increased up to **40 mg per day**.

Adverse Reactions

- Constipation
- Nausea
- Loss of appetite
- Diarrhoea
- Abdominal pain
- Abdominal discomfort

Important Facts

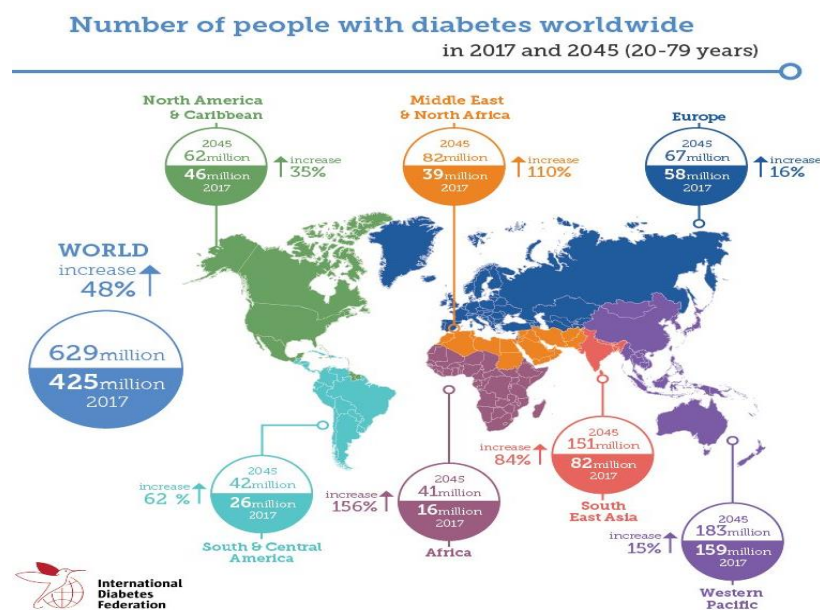
- Like Sitagliptin, Teneligliptin is a **class 3** DPP-4 inhibitor and binds to S1, S2, and S2 extensive sub-sites on DPP-4; however, Teneligliptin demonstrates **fifefold**

higher activity than Sitagliptin.

- Because the metabolites of this drug are eliminated via renal and hepatic excretion, **no dose adjustment** is necessary in patients with renal impairment.

Teneligliptin has a **neutral effect** on body weight

Determining the Market Size: India had 69.2 million people living with type 2 diabetes in 2015, according to WHO. 98 million Indians are expected to have T2DM by 2030, according to a study in Lancet Diabetes and Endocrinology Journal. DDP-4 inhibitors are expected to have a **USD 76 million** market in India by 2022. 16 million people were diagnosed with T2DM in Africa in 2017. This is expected to rise to 41 million by 2045, as published by the International Diabetes Federation in a tweet



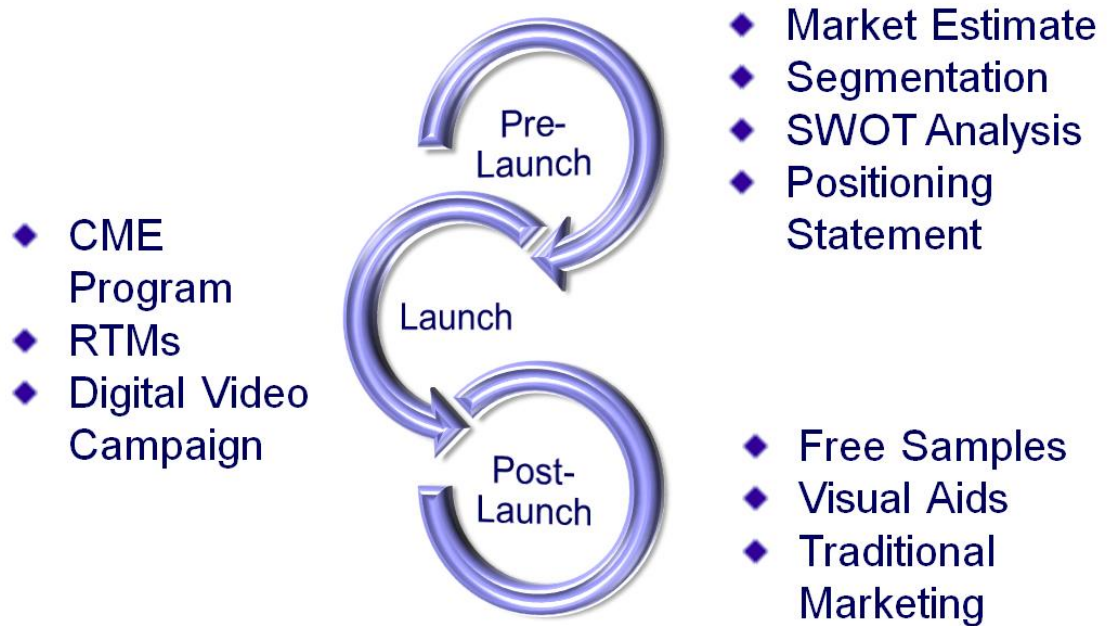
Picture 4: Worldwide Prevalence of Diabetes

Creating a Brand Portfolio includes selecting the brand name of the drug, the composition of the variants, price of the drug and the date and time of launch.



Picture 5: Brand Portfolio of Teneligliptin

Making a Marketing Plan



Picture 6: The Marketing Plan

SWOT Analysis



Strengths

- Cheapest Alternative
- Lowest dose required(only once daily)
- Pharmacokinetic Advantage: a long half-life of 26.9
- Pharmacodynamic Advantage J-shaped anchor-lock domain
- Dual Mode of Elimination
- ✗ Not approved in US or Europe
- ✗ Not suitable for patients with intestinal obstruction



Opportunities

- Large and Growing Market
- Saturation point of market is far away
- New Therapy
- New Combination Therapy
- New markets are opening
- High entry cost in new markets
- High cost of sales and marketing
- Competition from generic products and other brands



Weaknesses



Threats

USP



Low Cost



One Dose a Day



No effect on body weight



Safe for Renal Impaired Patients

Competitor Analysis

Brand Name	Company	Pack Size	Price (INR)
GLIPIJUB	Jubilant Lifesciences	10	115.25
GLIPSOV	Emcure Pharmaceuticals Ltd.	10	119.55
ZITEN	Glenmark Pharmaceuticals Ltd.	15	193.50
MEGAGLIPTIN	Aristo Pharmaceuticals Pvt. Ltd.	10	75.00
TENGLYN	Cadila Healthcare Ltd.	15	153.30
TENZULIX	Torrent Pharmaceuticals Ltd.	10	108.80

Segmenting-Targeting-Positioning

Market segmentation variables include:

- ☐ Specialization (Diabetes/Endocrinology)
- ☐ Location of medical professionals (rural/urban)
- ☐ Experience in their field.
- ☐ Size of the practice (customers per day)

Personas of target customers are a helpful way to market to the right people.

- ☐ What type of messaging/marketing tools are they more likely to respond to?

The main target segment of Doctors will be:

- ☐ Specialization (MD) in Diabetes or Endocrinology
- ☐ Located in urban areas in big Hospitals or thriving private practice
- ☐ Experience in their field for 10 years or more
- ☐ Catering to a wide number of patients on a regular basis

Positioning Statement: ***“For T2DM patients, Tenepride is a cost effective and convenient anti-diabetic therapy option which significantly improves glycaemic control, according to clinical evidence.”***

- Target: T2DM Patients
- Benefit: Improved Glycaemic control
- Reason to Believe: ground-breaking new drug with Clinically proven results
- Point of difference: Low Cost, Dosage Once a Day

Sales and Profit Projection

Quarter	Doctors	Visits	Total Visits	Success Rate	Successful Visits	Rx/ Doctor	Rx	Total Sale (Strips)	Total Revenue (INR)
1 st	100	6	600	15%	90	2	200	18*200 = 3600	96*3600= 3,45,600
2 nd	100	6	600	20%	120	4	400	7200	6,91,200
3 rd	100	6	600	25%	150	6	600	10800	10,36,800
4 th	100	6	600	30%	180	8	800	14400	13,82,400
Total	400	24	2400		540	20	2000	36000	34,56,000

Promotional Tool	Cost (INR)
Samples	30,000
LBL and Visual Aids	40,000
Gifts	75,000
Launch Events	1,50,000
Incentives	50,000
TOTAL	3,45,000

Estimated Revenue = INR 34, 56,000.

Estimated Cost (Excluding production cost) = 3, 45,000.

Estimated Profits= INR 31, 11,000

Post Launch Marketing Techniques: Some of the tools used for pharmaceutical marketing are:

1. Medical Representatives
2. Free Samples
3. Leave Behind Literature

DIET **EXERCISE** **WEIGHT LOSS**

TENEPRIDE

- ☆ Class 3 DPP-4 inhibitor
- ☆ Five times higher activity than Sitagliptin
- ☆ Cardio-protective effect
- ☆ No dose adjustment required in patients with renal impairment
- ☆ Dose only once a day
- ☆ Low cost alternative

Tenepride™-20
टेनेप्राइड-२०

THE FUTURE OF T2D THERAPY

FOR T2DM PATIENTS, TENEPRIDE IS A COST EFFECTIVE AND CONVENIENT ANTI-DIABETIC THERAPY OPTION WHICH SIGNIFICANTLY IMPROVES GLYCAEMIC CONTROL, ACCORDING TO CLINICAL EVIDENCE

MICRO LABS

BECAUSE HEALTH IS IN THE SMALL DETAILS.....

Tenepride™-20
टेनेप्राइड-२०

DIABETES CARE

Providing the highest quality of care for our patients

Tenepride™-20
टेनेप्राइड-२०

Picture 7: LBL for Tenepride

4. Visual Aids

Revolutionary Therapy for Type 2 Diabetes!

- ✓ Pocket Friendly
- ✓ Body weight Neutral
- ✓ No Harmful Side Effects

Take Pride in Tenepride!

Teneligliptin Tablets 20 mg

Tenepride™-20
टेनेप्राइड-२०

5 x (3 x 10) Tablets

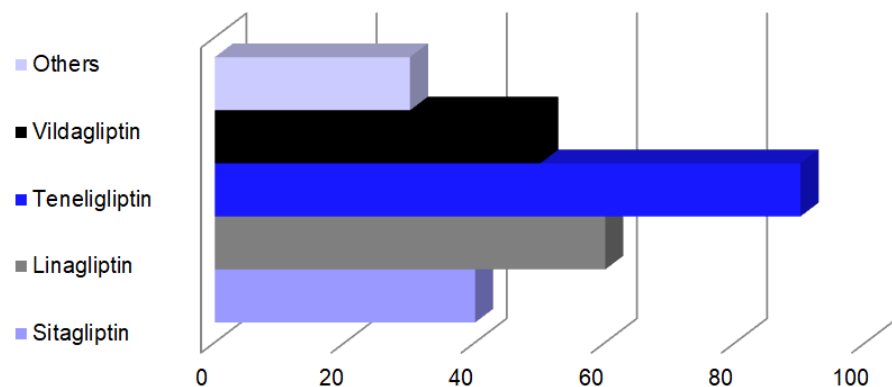
Picture 8: Visual Aid for Tenepride

Conclusion

After the survey, the following conclusions were reached:

1. Gliptins are an increasingly popular choice of therapy by physicians and diabetologists, with Teneligliptin being the most prescribed at an average of 9 strips or 90 tablets per week.

Average Weekly Prescription (Tab.)



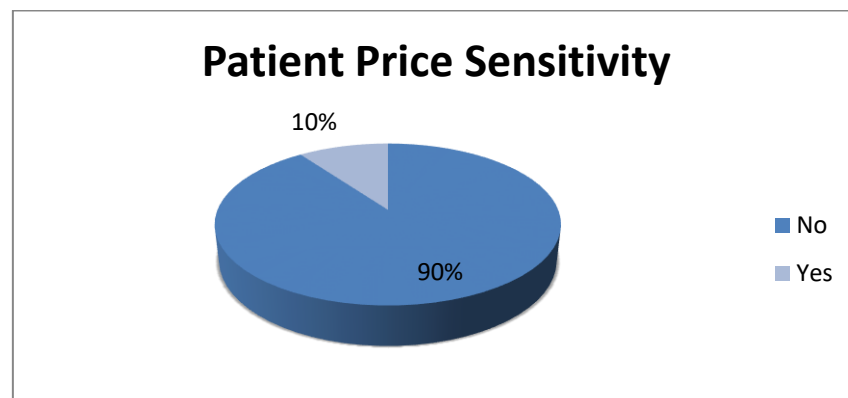
2. Teneligliptin is available both as Monotherapy (20 mg) and as combination therapy with Metformin(500 mg and 1000mg).

Brand	Compositition	Dose	Price per 10 tab (INR)
Tenepride-20	Teneligliptin	20 mg	96.00
Tenepride M-1000	Teneligliptin + Metformin	20 mg + 1000 mg	122.32
Tenepride M-500	Teneligliptin + Metformin	20 mg + 500 mg	107.66
T Glip M 500	Teneligliptin + Metformin	20 mg + 500 mg	140.00
Tenefit M- forte	Teneligliptin + Metformin	20 mg + 1000 mg	89.00
Dynaglipt-M	Teneligliptin + Metformin	20 mg + 500 mg	104.50

3. The top-selling brands of Teneligliptin along with their manufacturing companies and average weekly prescriptions are listed in the table below.

Tenepride M-100	• Micro Labs Ltd. • 90 tabs.
Tenepride M-500	• Micro Labs Ltd. • 70 tabs
T Glip M-500	• Intas Pharmaceuticals Ltd. • 50 tabs
Tenefit M-forte	• Systopic Laboratories Pvt. Ltd • 35 tabs
Dynaglipt-M	• Mankind Pharma Ltd. • 20 tabs

4. Customer sensitivity towards price of diabetic medicine: Customers are not sensitive at all towards the price of the diabetic medicine. They almost always go for the brand name prescribed by the RMP. Sometimes, they look for a cheaper or generic alternative of the same salt but they NEVER change the prescribed drug based on price.



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Part-2

Name of the course: Fundamentals of Digital Marketing

Course Description: Fundamentals of Digital Marketing is an exhaustive, 40-hour online course which covers the basics of e-marketing for beginners.

Objectives of the Course

Objectives of the Course are as follows:

1. Learning to build an online presence
2. Creating an effective website
3. Designing an online business strategy
4. Learning search engine optimization/marketing mechanism
5. Distinguishing between the different kinds of advertisement seen online
6. Getting an insight into social media marketing
7. Making your business mobile-friendly
8. Understanding content and email marketing
9. Getting familiar with analytics to boost performance
10. Creating an online shop and expanding beyond boundaries

Course Contents:

This is a 40-module course. The titles of the modules and the sub-topics discussed are listed below.

- | | |
|---------------------------------------|-----------------------------------|
| 1. The Online Opportunity | c. Marketing your online presence |
| a. Intro to the Digital Unlocked | d. Analyse and adapt |
| b. Your Digital Opportunity | 3. Build your web presence |
| 2. Your first steps in online success | a. Choosing your online presence |
| a. Your online goals | b. How websites work |
| b. Building your online presence | c. Key website ingredients |

- d. Websites and your business goals
 - e. Make your website easy to use
 - f. Website design do's and don'ts
- 4. Plan your online business strategy
 - a. The benefits of an online strategy
 - b. Taking a business online
 - c. Understanding customer behavior
 - d. How to stand out from the competition
 - e. Using goals to improve business performance
- 5. Get started with search
 - a. Search engine basics
 - b. How search engines work
 - c. How search engines see the web
 - d. Organic search explained
 - e. Paid search explained
 - f. Google search console
- 6. Get discovered with search
 - a. Intro to SEO
 - b. The importance of an SEO plan
 - c. The SEO process
 - d. How to choose keywords
 - e. Setting realistic SEO goals
- 7. Make search work for you
 - a. Making your web pages search friendly
 - b. How other websites can work for you
 - c. Cross borders with SEO
- 8. Be noticed with search ads
 - a. Introduction to SEM
 - b. The SEM auction
 - c. What makes a good keyword
 - d. Make your ads stand out
- 9. Improve your search campaigns
 - a. Achieve relevance with good structure
 - b. Get the most from your keywords
 - c. Fine-tune with keyword match types
 - d. How to know what's working and what isn't
- 10. Get noticed locally
 - a. Marketing to the locals
 - b. The power of local directories
- 11. Help people nearby find you online
 - a. Using digital to advertise locally
 - b. Reaching locals on their mobiles
 - c. SEO for local businesses
- 12. Get noticed with Social Media
 - a. Basics
 - b. The right social media

- sites for you
 - c. Setting your goals for social media
 - d. Getting on social media
- 13. Deep dive into social media
 - a. Your long term social media plan
 - b. Advertising on social media
 - c. Measuring success in social media
 - d. Avoiding social media pitfalls
- 14. Discover the possibilities of mobile
 - a. The evolution of mobile devices
 - b. Understanding mobile web and mobile apps
- 15. Make mobile work for you
 - a. Introduction for advertising on mobile
 - b. Search campaigns for mobile
 - c. Display campaigns for mobile
 - d. Video for mobile
- 16. Get started with content marketing
 - a. Introduction
 - b. Get to know your online customers
 - c. Choosing the right format for your content
 - d. Writing for online audiences
 - e. Help your content be seen
 - f. Measuring your success in content marketing
- 17. Connect through email
 - a. Basics
 - b. Your email marketing options
 - c. Crafting great marketing emails
 - d. Managing successful email campaigns
 - e. Managing success in email marketing
- 18. Advertise on other websites
 - a. What is display advertising
 - b. Search advertising vs. display advertising
 - c. The ins and outs of display advertising
- 19. Deep dive into display advertising
 - a. Making display ads meet your goals
 - b. Understanding ad networks
 - c. How retargeting works
- 20. Make the most of video
 - a. The rise of online video
 - b. How video fits into your online strategy
 - c. Creating video content

- within your budget
 - d. Sharing and promoting your videos
 - e. Advertising on video sharing sites
 - f. Measuring video performance
- 21. Get started with Analytics
 - a. Introduction
 - b. Making web analytics work for you
 - c. Tracking specific goals with web analytics
- 22. Finding success with analytics
 - a. Web analytics and online search
 - b. Tools to measure SEM
 - c. Breaking down data for insights
- 23. Turn data into insights
 - a. Using data to understand audiences
 - b. Understanding the data cycle
 - c. Creating actionable insights from your data
 - d. Managing numbers using spreadsheets
- e. Presenting data effectively
- 24. Build your online shop
 - a. Using e-commerce to sell
 - b. Taking payments and managing orders
- 25. Sell more online
 - a. Creating a smooth e-commerce experience
 - b. Product promotion and merchandising
 - c. Retargeting for e-commerce
- 26. Expand internationally
 - a. Introduction to international marketing and export
 - b. Validating your new market
 - c. Being understood abroad
 - d. Advertise across borders
 - e. The support systems needed
 - f. Helping customers abroad buy your products
 - g. Delivering to customers across the globe

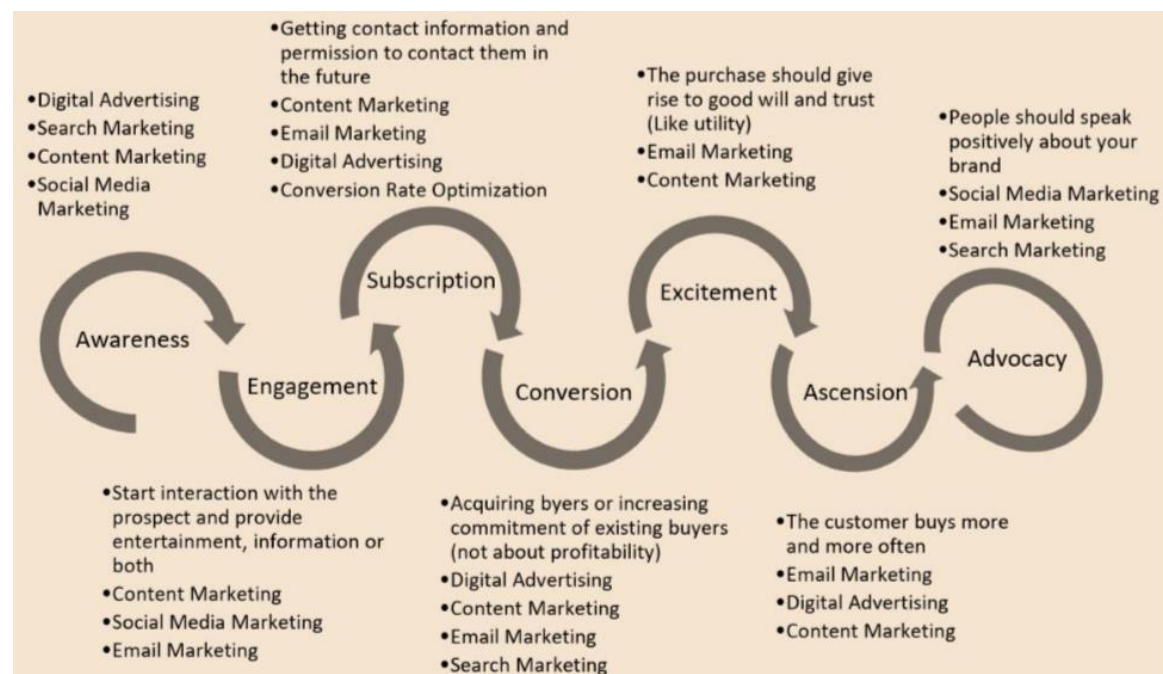
Learning Methodology:

Videos, Interactive Flash Lessons and Quizzes.

Key Learning:

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing. The cardinal rule in marketing is to make the right offer at the right time and in the right place. Today, 4.54 billion people use the internet: hanging out in social media, staying updated on news sites and blogs, and searching online. Digital marketing puts a company in those same channels, so your best prospects can see you, learn more about you, and even ask questions to learn more about you and your products or services.

The Customer's Journey



Picture 3: The Online Customer's Purchase Journey

Components

1. Content Marketing: Full Funnel Approach, TOFU, MOFU and BOFU content, characteristics and parts of a content campaign (funnel, avatar, vehicle, channel, ascension path) and success metrics
2. Digital Advertising Plan: Paid traffic vs. Organic traffic, elements of a high performing campaign, steps in creating a digital ad campaign, 6:3:1 formula, hot, warm and cold traffic and metrics for success
3. Social Media Strategy: 4 stages of a successful social cycle and metrics

4. Email Marketing: types of Emails, triggering, broadcast and automated messages and metrics
5. Search Marketing: Technical and content aspects, characteristics of search marketing, while, grey and black hat, 3 stages
6. Website analytics: the marketing funnel, importance and use of analytics, using metrics to solve problems