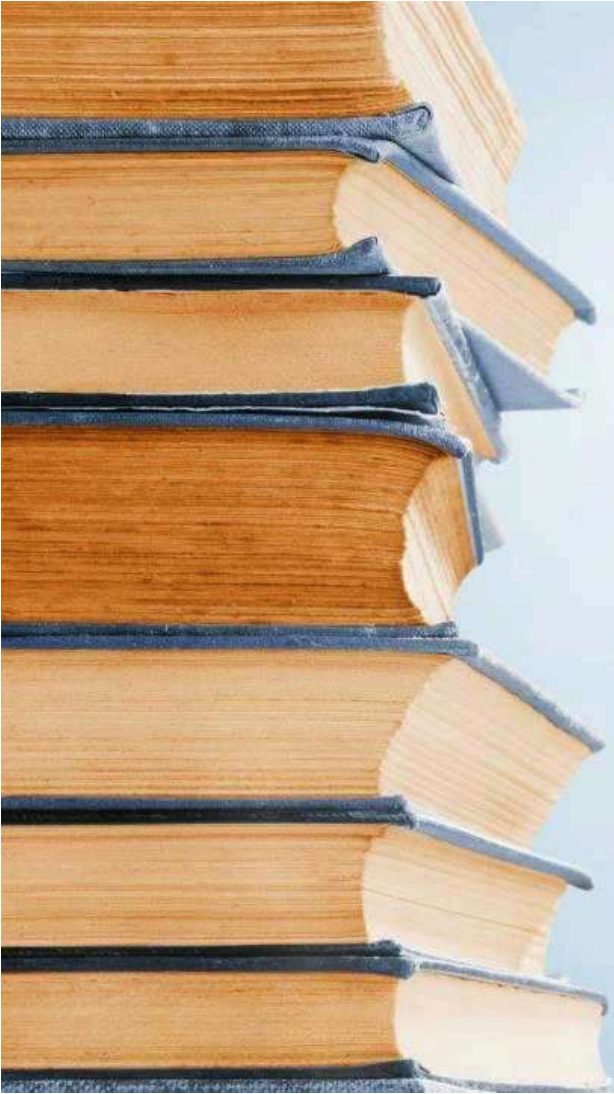




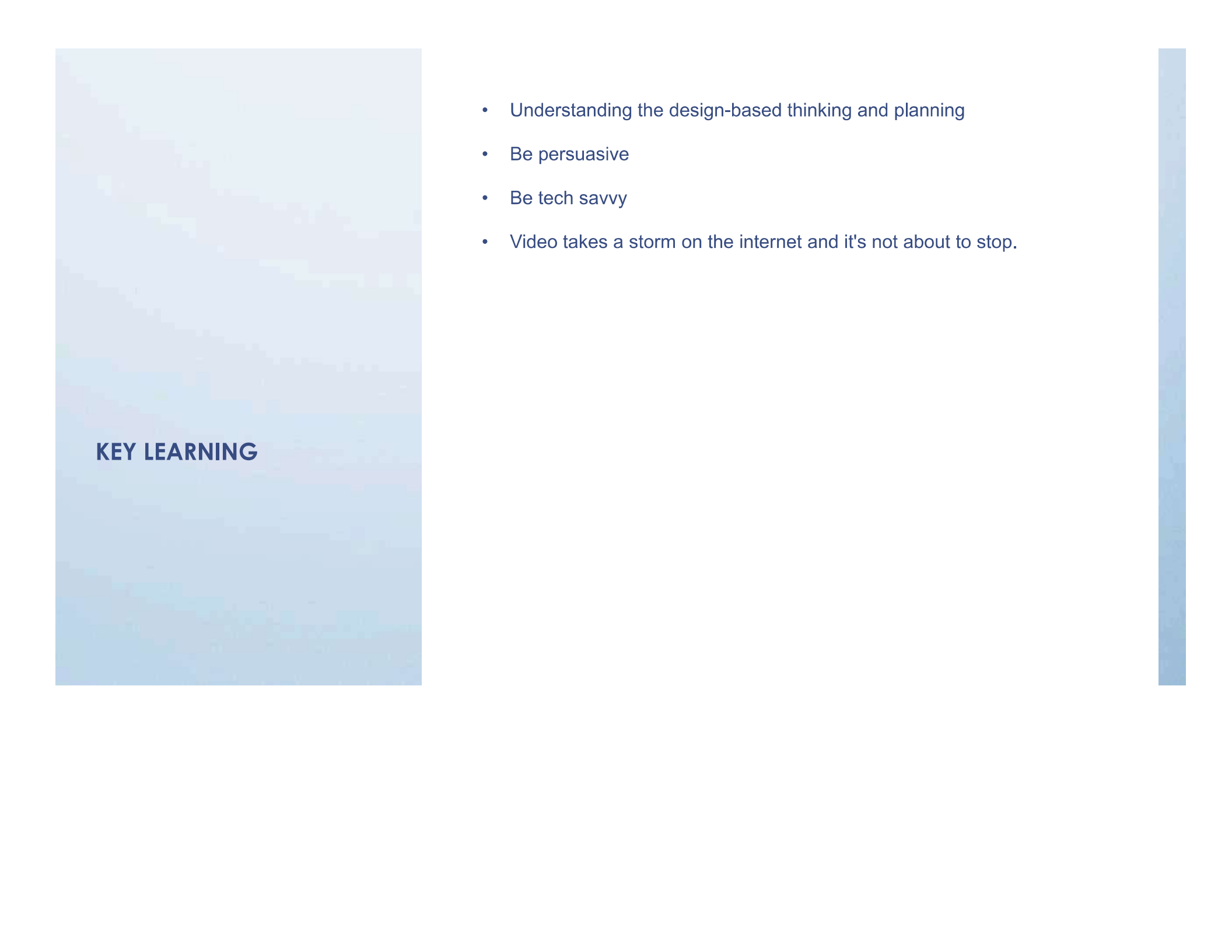
FUNDAMENTALS OF DIGITAL MARKETING

PART 2



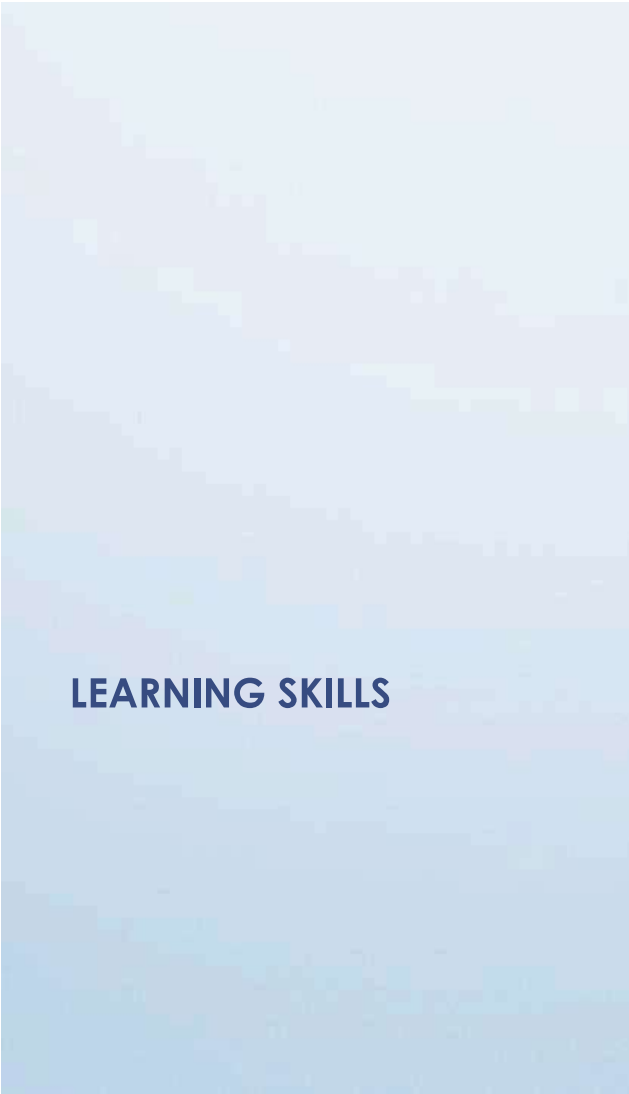
COURSE CONTENT

- ☐ Digital marketing
- ☐ Digital marketing assets
- ☐ Digital marketing strategies
- ☐ SEO & SEM
- ☐ How blogging can help content marketing
- ☐ Social media marketing
- ☐ Social media advertisement
- ☐ Email marketing
- ☐ Marketing Automation
- ☐ Website planning and creation
- ☐ Info graphics
- ☐ Lead generation



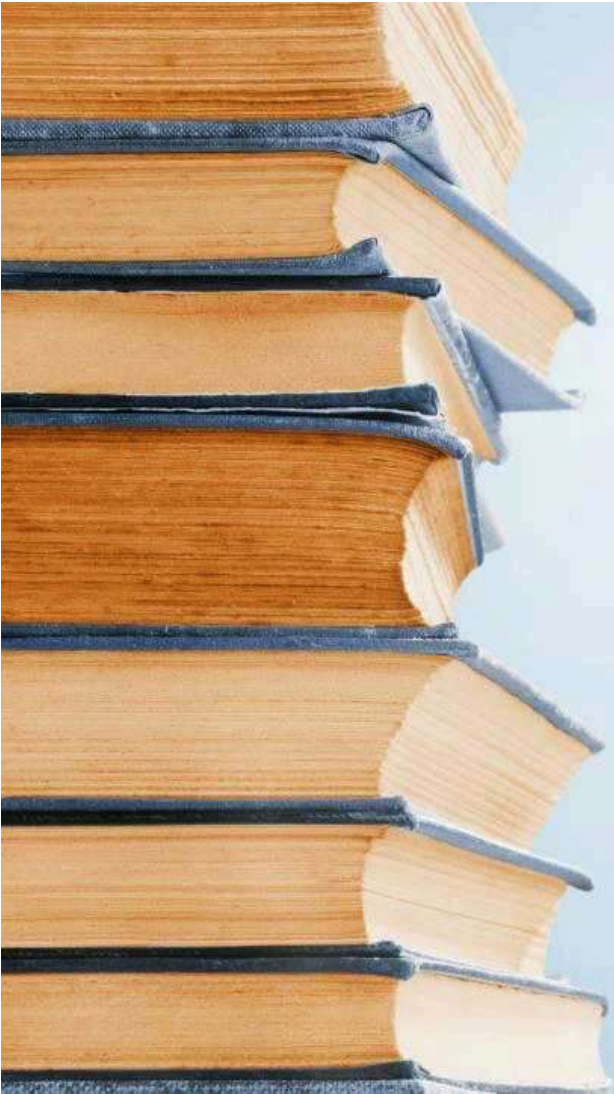
KEY LEARNING

- Understanding the design-based thinking and planning
- Be persuasive
- Be tech savvy
- Video takes a storm on the internet and it's not about to stop.



LEARNING SKILLS

- Advertising by email
 - SEO & SEM
 - Use of social media
 - Tweeting
 - Promotion of products
- 



OUTCOME OF THE COURSE

It can also be helpful during any sort of branding of medicine digitally. Altogether the headings mentioned above are proven one is and are also valuable.

Thank You !

