EXECUTIVE DEVELOPMENT PROGRAM IN

DIGITAL AND SOCIAL MEDIA MARKETING

Live Online Classes

VALUE
(STUDY ANYWHERE)
VIDYA

ABOUT IIM VISAKHAPATNAM

Indian Institute of Management Visakhapatnam (IIMV) belongs to the prestigious IIM family of business schools. It is a new generation IIM, set up by the Government of India in September 2015. The Indian Institutes of Management Act 2017 declares IIMs as Institutions of National Importance, empowered to attain standards of global excellence in management, management research and allied areas of knowledge.

Continuing its journey towards steady progress and growth since its inception, IIM Visakhapatnam has already carved out for itself a niche among IIMs, crossing several milestones and maintaining a distinct lead in:

- Having rich knowledge resources; and modern infrastructure, even in its temporary campus, conducive to learning outcomes of high impact.
- Having a vibrant student cohort with national character (representing 22 states) that excels in academics, co- and extracurricular activities and regularly wins competitions pan-India.
- Recording top placements among 10 IIMs.
- Enjoying excellent linkage with apex industry bodies like CII.
- Having all faculty with PhDs from top-notch institutions of India and abroad such as IIMs, IITs, and reputed foreign universities.
- Hosting the largest cohort of women entrepreneurs after IIM Bangalore (Mentor Institute), under a special initiative called the Women Startup Program.

ABOUT VALUE VIDYA

Value Vidya is one of the leading Ed-Tech startups in India. We partner with leading IIMs and top global business schools to curate and deliver the best and most relevant executive programs for working professionals. We deliver best-in-class service to our students, which is accomplished by our constant focus on quality, integrity, consistency and customer focus. Our state-of-the-art Learning Management System (LMS) ensures a smooth and high quality learning experience for professionals. Learn from anywhere and take your career to the next level with Value Vidya.

ABOUT THE PROGRAM

In today's marketplace, organizations need effective and profitable digital and social media marketing strategies. From search marketing, Facebook, Instagram, LinkedIn, and YouTube, to blogs, forums, Pinterest and SnapChat, digital and social networks have dominated advertising landscape. While most of the major brands have a robust digital and social media presence, start-ups, SMEs and even individuals have started to build their own brand presence over digital platform. Hence, the importance of digital platforms can no longer be ignored in modern marketing. It's an integral component in almost all successful marketing strategies. With this increasing emphasis on integrated digital and social media strategies, there is an irrefutable need for marketing professionals and organizations to have end-to-end digital and social media expertise. Through, interactive sessions, hands-on-learning, capstone project, simulations, and class exercises, participants will learn best practices and develop the skills to connect business objectives with digital and social media strategies. Topics will include choosing appropriate platforms, creating effective and engaging digital content, implementation of digital and social media campaign, and investigating the success of campaign.

ABOUT THE PROGRAM

PROGRAM OBJECTIVES:

- Understand the concept of Digital and Social Media Marketing
- Hands-on-practice on SEO and SEM
- Website creation and website optimization
- Understanding of GTM and UTM
- Understand the concepts of Google Analytics and Google AdWords
- Assess need for social media and select the right social media marketing channels
- Use social media tools and platforms to design, manage, and optimize social media campaigns to promote growth
- Creation Ad over Facebook, LinkedIn, YouTube, Instagram, and Twitter.
- Determine and use key metrics for evaluating the success of digital campaign
- How to develop targeted content to spark dialogue with various social communities
- Customer relationship management using digital platforms

WHO SHOULD ATTEND?

- Working Professionals from any domain
- Sales & Marketing Professionals
- Entrepreneurs/Directors/Owners
- Social Media Managers/Digital Marketing Managers
- Business Analysts

PROGRAM HIGHLIGHTS

CERTIFICATION FROM IIM VISAKHAPATNAM

Opportunity to earn certificate of completion in Digital and Social Media Marketing from Indian Institute of Management Visakhapatnam.

WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on Sundays so that learning and work can be managed together and it's easy for working professionals to attend lectures.

INDIA'S TOP FACULTY PANEL

Learn from top IIM faculty panel - Classes by highly qualified professors in the field of Marketing.

SIMULATION EXERCISES

Digital Marketing concepts are taught through simulation exercises to maximize practical learning.

GOOGLE ADS CERTIFICATION + GOOGLE ANALYTICS

Get certified in Google Ads and master Google Analytics - gain expertise in Google's Digital Marketing platforms.

MODERN DIGITAL MARKETING CONCEPTS COVERED

Learn about Search Engine Marketing, SEO, Mobile Marketing, Social Media Analytics, Influencer Marketing and more.

MASTERCLASS SERIES WITH INDUSTRY EXPERTS

The Masterclass will showcase a selection of expert insights from industry leaders who will discuss the latest industry trends and digital marketing strategies.

CAPSTONE PROJECT

Project work is an imperative part of the program as it ensures practical knowledge of all concepts and techniques. At the end of the term, the project is presented to the faculty panel for the final review.

PROGRAM OUTLINE

Inauguration
- Discussion on Course Outline
- Introduction and Background
- Capstone Project details
- Quiz Details
- Simulation details

Introduction to Digital and Social Media Marketing
- Evolution
- Terminologies
- Importance and Scope of Digital and Social Media Marketing

Search Engine optimization
- SERP
- Black hat, white hat, and gray hat SEO
- Keyword optimization

On-page SEO
- Website optimization
- Meta tag, H tag, Alt tag
- Internal backlink
- Sitemap
- Robot.txt

Off-page SEO
- Backlink
- Article Submission
- Blog Submission
- Map Listing
- Business Listing
- Social Backlink

Search Engine Marketing
- Banner Advertisement
- Display advertisement
- PPC
- Bid and PPC calculation

Google AdWords
- Account creation
- Campaign creation
- Campaign management
- KPI's of successful campaign

PROGRAM OUTLINE

Website Creation and Management

Google Analytics
- Setting up an Account
- Account Structure
- Tracking and Reporting

Google Tag Manager
- What is a Tag and what is GTM
- Setting up GTM
- GTM Structure
- Types of Triggers
- Advantages of GTM
- Measuring campaign effectiveness

What is UTM?,
- Structuring UTM Parameter
- Tracking with UTM Codes

Social Media Marketing
- Defining Social Media Marketing
- Elements of Social Media Marketing
- Social Media Vehicles

Elements of Social Media Marketing Strategies
- Social Media Mix
- Social Media Campaign Management

Game of Like and Share
- Facebook Marketing
- Facebook Page creation
- Facebook Marketplaces
- Facebook Campaign
- Facebook Ad Creation

Linking Up for B2B
- LinkedIn Marketing
- LinkedIn Campaign
- Personal Branding using LinkedIn
- LinkedIn Ad Creation

Online Storytelling
- Instagram marketing
- Insta influencer
- Instagram Ad Creation

PROGRAM OUTLINE

Hashtag World
- Twitter marketing
- Twitter campaign
- Twitter Ad Creation

YouTube Marketing
- YouTube Marketing
- Video Advertisement Creation

Contemporary Social Media Marketing Tools
- WhatsApp Marketing
- Snapchat Marketing
- Reddit Marketing
- Pinterest Marketing

Digital and Social Media Analytics
- Text Mining
- Analyzing Customer Reviews
- Twitter Analytics
- Sentiment Analysis and Exploring Consumer Emotions
- Viral Marketing
- Selection of Optimal Channel for Advertisement

Affiliate Marketing

Influencer Marketing

Blogger Outreach

Online Aggregator

Content Marketing

Email/Catalog Marketing
- Creative Creation
- Email Campaign Management

Meme Marketing
Contextual Marketing

Digital and Social Media Marketing for B2B

Online CRM
- Remarketing using Digital and Social Media

Project Presentation and Valedictory

TOOLS COVERED

LinkedIn Advertising

YouTube Advertising

facebook Ads

Google AdWords

Instagram Ads

Google Tag Manager

Google Play

Google Search Console

Advertising

Google Analytics

leadsbridge
an activeprospect business

ZOHO

Quora

App Store

sendinblue

bannersnack

OFF-PAGE SEO

On-Page SEO

MASTERCLASS 2022 SERIES

The Masterclass sessions are a series of 8 industry lectures which will complement your learning from the course. These sessions will provide you lots of practical exposure in how digital marketing works in the industry. Many vital tools and techniques will be taught by leading industry experts.

After completing the IIM Visakhapatnam course and the additional Masterclasses, you will gain complete 360 degrees understanding in all aspects of digital marketing. Such a learning experience combining top class IIM faculty, industry leaders and platform experts has never been released before. Happy learning!

Note: Minimum 60% attendance is required in Masterclasses to get certificate from Nulearn

Advanced Facebook Marketing

Facebook Ads is essential for digital marketers as it allows placement of ads on Facebook and Instagram, where a large majority of our audience is present. Topics such as audience targeting, ad creation, campaign management, performance analysis etc. will be discussed.

LinkedIn Ads & Twitter Ads – 1 Session

LinkedIn is a social media platform focusing on working professionals. The audience is often more suited for business products and services. Sectors in which LinkedIn Ads are highly important are education, IT services, B2B products, financial services and so on.

Twitter Ads is a great way to advertise to the right audience using tailored audiences, specialized targeting. Industries such as news, entertainment, technology and politics are especially suited to this ecosystem.

Quora Ad Manager – 1 Session

Quora is a Q&A platform. The advertisers can run ads on specific topics of their choice such that only relevant users see their ads. The audience reading Quora answers is highly engaged and has high intent.

Leadsbridge and Bannersnack – 1 Session

Leadsbridge is an automation tool. It works as a glue between apps. E.g. sending your Facebook Ads leads to the CRM automatically so that leads don't need to be manually downloaded. This leads to smoother processing of your marketing.

Bannersnack is a design tool for creating professional looking designs for social media and display ads. Creative designing proficiency is a must have for a complete digital marketer.

EMINENT FACULTY PANEL

Dr. Amit Shankar
PhD (IIT Kharagpur)

Dr. Amit is faculty in the area of marketing at IIM Visakhapatnam. Prior to joining IIM Visakhapatnam, he was associated with IMT, Ghaziabad as Assistant Professor. He has obtained his Ph.D. in Marketing from Vinod Gupta School of Management, IIT Kharagpur. He has academic experience of 5 years working with renowned Institutes. He has published in leading journals. He has conducted several workshops on Marketing analytics, R, SPSS, AMOS, SmartPLS, Advanced Excel, and Process Macro in premier institutes of India He taught various course like Sales & Distribution Management, Marketing Analytics, Business Research Methods, Customer Experience Management, Digital marketing, and Social Media Marketing. He has organized several FDPs and MDPs on business analytics and consumer satisfaction.

COURSE DELIVERY

Duration: 6 months blended
Delivery mode: Nulearn Plug n Learn
Frequency: Once in a week

COURSE SCHEDULE

Live class on every Sunday: 9:00 AM - 11.30 AM
Course Commencement Date: 8th May 2022

COURSE PEDAGOGY

- Course will be taught through live lectures delivered on the online platform.
- Academic assessment will be conducted through hands-on practices and simulation exercises during the program.
- The participants will be assigned a Capstone project which will be part of end-term assessment.
- Course material is solely meant for enrolled participants and should not be distributed/shared elsewhere.

ELIGIBILITY

- For Indian Participants – Graduates or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- For International Participants – Graduation or equivalent degree from any recognized University or Institution in their respective country.

PAYMENT MODE

Online payment or DD in favor of "VALUE VIDYA LLP" payable at "New Delhi".

ASSESSMENT CRITERIA

Evaluation Component	Type (Individual/Group)	Weightage
Class Participation	Individual	10%
Group Project	Group	40%
End-term Examination	Individual	50%

HOW TO APPLY

To apply, working professionals can register at https://www.ValueVidya.com or call at +91 6366125554

SAMPLE CERTIFICATE

NOTE :-
- A minimum of 70% attendance in the course is mandatory.
- Participants who clear the final examination and have the requisite attendance will be provided course completion certificate.
- Participants who do not clear the final examination but have requisite attendance will be awarded participation certificate only.

Reg No. - XXXXXXXXX

IIM
भारतीय प्रबंध संस्थान विशाखपट्नम
Indian Institute of Management Visakhapatnam

विद्या परं दैवतम्

CERTIFICATE OF COMPLETION

This is to certify that

Shri. XYZ

has successfully completed the

Executive Development Program in Digital & Social Media Marketing

conducted from ** May to ** November 2022

Prof. Amit Shankar
Program Director

Prof. M. Chandrasekhar
Director

FEE STRUCTURE & EMI PLAN

Program Fee

For Indian Residents   INR 65,000 + GST*

For International Students $1,500

*Application Fee of 500/- INR to be paid at the time of Registration

Installment Schedule

1st   INR 20,000 + GST* / $500   Payment Deadline - On selection
2nd   INR 25,000 + GST* / $500   Payment Deadline - 15th April 2022
3rd   INR 20,000 + GST* / $500   Payment Deadline - 5th June 2022

* Loan option available in 6, 9 & 12 EMIs
* EMI dates may vary on a case to case basis

For Admission Enquiries Please Contact :

No 14/10, 1st Floor,
RV Road, Krishnappa Cross,
Minverva Circle
Near Lalbhag Metro Station
Bengaluru-560004
Ph : 6366125554
Website :
www.ValueVidya.com
Email :
info@ValueVidya.com

VALUE
(STUDY ANYWHERE)
VIDYA