



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

विद्या परं देवतम्

Online Certification Program in Digital and Social Media Marketing (Online)

FDP Content

- Introduction to Digital Marketing
- Search Engine Optimization
- Keyword Optimization
- Website Optimization
- Search Engine Marketing
- Affiliate Marketing
- Content Marketing
- Social Media Marketing (Facebook Marketing, LinkedIn Marketing, Twitter Marketing, Instagram Marketing, YouTube Marketing)
- Influencer Marketing
- Customer Relationship Management using Digital Marketing
- Measuring Effectiveness of Digital Marketing Campaign
- Digital and Social Media Analytics

CERTIFICATION

The registered participants will be awarded a Online Certificate of Participation.

Last Date for Registration

September 19, 2021

PROGRAMME DIRECTOR



Dr. Amit Shankar

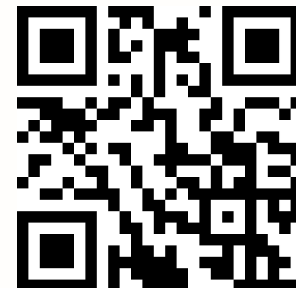
Assistant Professor (Marketing)

About Course Instructor

Prof. Amit Shankar is Assistant Professor at IIM Visakhapatnam in the area of Marketing Management. He is PhD 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 (ABDC journal classification). He has conducted workshops on SPSS, Amos, SmartPLS, Advanced Excel, and Process Macro in premier institutes of India.

Register:

<https://bit.ly/3i2xk7s>



We have seen dramatic changes in the last one decade in how consumers learn about companies and brands; purchase products and services. Patronizing a restaurant, watching a movie, buying an air-ticket or leasing a consumer product, we are seeing this trend everywhere. Today's customers use multiple devices, multiple operating systems and they expect a seamless experience with your brand across all platforms. Whether B2C or B2B, modern buying, selling, influencing, shaping and sharing opinions about products and services are all heavily enabled by digital technology. Buyers leave their digital footprints everywhere while that marketers expectantly drop messaging crumbs on the way to seek insights to understand their online buying behaviour better and respond to them with great deal of personalization. This certificate program seeks to provide a broad understanding of all aspects of Digital Marketing to appreciate its application and 'how to deploy it' in their chosen domains.

Who should Attend?

- Research scholars/Students
- Faculty members
- Corporates

Duration

- The Programme will be conducted from **September 20 to September 23, 2021.**
- There will be two sessions per day from 6:00 PM to 7:30 PM and 7:45 PM to 9:15 PM as per the Indian Standard Time (IST).

For Queries Contact:

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Registration Fees

(Fee once paid is non refundable)

(*INCLUSIVE 18% GST)

<u>PARTICIPANT CATEGORY</u>	<u>FEE</u>
Research Scholars	INR ₹ 2360*
Faculty Members	INR ₹ 4720*
Corporates	INR ₹ 9440*
Foreign Participants	USD 75

Program Duration:

September 20 to 23, 2021