



Proposal for Digital Marketing Workshop



What's inside?

This document contains proposal for conducting Digital Marketing Workshop for your organization. The document contains details of the modules intended to be covered during the training by Parallel Living Research Centre.

Parallel Living
Research Centre

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Digital Marketing Workshop Proposal

Aim of the workshop

This workshop aims to provide sufficient hands on experience to the workshop participants so that they can get conversant with the Digital Marketing tools and techniques and gain insight into running promotional campaigns on Social Media and Google.

This would add on to the skill of the participant and he /she can have brighter professional prospects and employment opportunities in the digital marketing domain.

For Whom?

This workshop is intended for participants with little or no knowledge about Digital Marketing. If you want an advanced level workshop please contact us.

Duration

This workshop will ideally require 2 working days to conduct. We can customize as per requirement.

Certification

Certification can be jointly issued by the partnering organization and Parallel Living Research Centre

Workshop Outline

Level: Beginners

Module One: Welcome to the revolution

Introduction and Set up
Why Care about Social Media? (Understanding Social Media as an Extension of Selling)
Understand the impact of Social Media
Why you should be using Social Media
The Concept of Online Reputation Building
Advantages of Marketing Online
Examples of people / businesses that are successfully using FB

Module Two: The Power of the 'Humble' Email (Email Marketing)

Writing Effective Email Messages
Personalize
Call to action
HTML or Text?
Attractive Business through email lists
Email Etiquette
Email automation and management tools

Module Three: Demystifying Facebook, Twitter and LinkedIn Marketing

Understanding the concept of Networking, 1st level, 2nd level and 3rd level contacts
Facebook Ads
Content circulation on FB
Publishing Pipeline
Using Facebook Insights
Learning to use social media dashboards

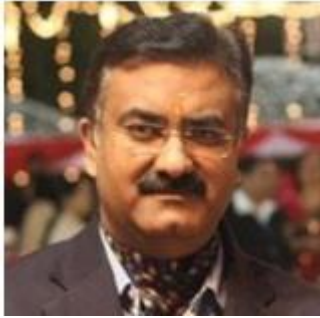
Module Four: Having an Online Presence and Managing Campaigns, ADWORDS & ADSENSE

Setting up a Website in 20 Minutes,
Learning to promote your website – FREE and Paid methods to promote your business online.
Setting up a online advertising campaign. FB adverts and Google Adwords
Setting up a Google Adsense account to generate revenue from your website.

Module Five: Analytics

Monitoring Adwords, Using Analytics
Common Measurements of Performance
 Click through Rate
 Click Stream Analysis
 Cost per visitor
 Unique Visitors
 Time Spent.. and more.

About the Course Leader



Vikas Rajput is a practicing entrepreneur and an entrepreneurship educator. Starting with a business in Content Development he has since then diversified into businesses like Business Research, Website Design, Digital Marketing, Corporate Filmmaking, Photography, Rural Tourism and more.

A trained filmmaker, he has also directed a Full Length feature film in Garhwali Language. He is a guest faculty for Entrepreneurship at Jaipuria Institute of Management, Noida besides being a guest speaker at various Management Institutions across Delhi NCR like IMS, BIMTECH, GALGOTIAS, DRONACHARYA Group, BHARTIYA VIDYAPEETH, NETAJI SUBHASH INSTITUTE OF TECHNOLOGY and more. He has been the founding Dean at Lemon-School.

He is also an NEN – GS Faculty Scholar and Mentor.

Website: www.ParallelLiving.com

Workshops conducted:

We have recently conducted Digital Marketing Workshops with institutions and companies like Tech Mahindra , Bumble Bees, SelloSphere International, IMT-Ghaziabad, Jaipuria Institute of Management Noida, Nagpur University, NIT Raipur and more. He has trained more than 600 candidates on the subject of Digital Marketing.

Some Online Mentions:

<http://www.jaipuria.ac.in/blog/events/jaipuria-jaipur-and-national-entrepreneurship-network-host-a-successful-entrepreneur-training-programme/>

<http://ggnindia.dronacharya.info/edc-2013.asp#ad-image-0>

http://issuu.com/csipl/docs/newsletter_july-dec_2013_volume6-is (page 6)

<http://eweek.nenonline.org/page/e-week-speakers>

<http://em.explara.com/event/nen-strategies-for-growth-jaipur>

<http://em.explara.com/event/nen-e-club-presents-workshop-series-for-entrepreneurs>

<http://vcfreeworld.blogspot.in/2014/05/are-you-one-of-noble-entrepreneurs-who.html>

https://en-gb.facebook.com/permalink.php?story_fbid=121112517990303&id=131861486871465

<https://www.flickr.com/photos/sreenivasan/6161350800/>

For more information please contact

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