



WORKSHOP ON

# DIGITAL MARKETING & E-BUSINESS

Providing you with the Best Hands on training by Experts

**MAGESTIC TECHNOLOGY  
SOLUTIONS (P) LTD**

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Who can Apply : Students pursuing BBA / MBA / B.Com / B.Sc CS & Job Seekers



# WORKSHOP MODULES

## (DIGITAL MARKETING & E - BUSINESS)

1. Digital Marketing - Advertisement delivery - Digital channels - Search engines, websites, social media, email, and mobile apps.
2. Website Planning & Creation - Creating & Register a unique .com .net, .org, or .me domain
3. Social Media Optimization – Use of Social Media optimization - generate web traffic - increasing awareness for a website - Optimizing website and its contents.
4. Social Media Marketing - Increasing brand awareness - Better a result after paying a short amount in Social Media - Paid campaign in Social Media.
5. Info graphics - create a picture - explain own words – Why Social media is better platforms for using info graphic for advertisement - online hopping - using social networking channels – Using attractive graphics to get attention - trending on social media to promote your brand on social media.
6. Email Marketing - Sending multiple mail at same time – Mails to Different location with help of different tools - Industry demand bulk process of email – Promotion of product services through bulk emailing - Enhancing future towards Digital Marketing.
7. Content Marketing - Content marketing - Creating high-quality, publishing, and distributing content - Targeted audience online - Digital techniques of marketing people - Spending time on internet - Communication Tool.
8. Online Reputation Management (ORM) - Tools - Managing Online Reputation Management - Job profile - Reviews - Brand reputation.
9. Search Engine Optimization (SEO) - Increase quality of traffic to website - Organic search engine & results - Strong profile in digital marketing - How to Lead your career for higher salary packages - Job opening in SEO
10. Search Engine Marketing (SEM) - Most effective ways to grow business - Less time management - Paid advertisement - Purchasing paid links - Link building process - Websites for guest blogging - Wide area for advertisement in Digital marketing - Process lead to paid advertisement – Opportunity for extra benefits.

Get in touch with us today!

Workshop location: 544, Anna Street, Kathirvedu, Chennai 600 066.

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11. **Mobile marketing** - Multiple channels - Digital marketing strategy – How to aim - Reaching a target audience on their Smartphone's, tablets, and other mobile devices.

12. **Affiliate marketing** - Advertising model – Payments to outsider - Distributes to elevate prompts the organization's items – Creation of Affiliate account – Creation of links to directly related to products - Sharing these links – Payment of Commission – Ho to Earn money online through affiliate marketing.

13. **E-commerce marketing** - simple way - E-commerce marketing - services of selling and buying products like flip kart and Amazon - E-commerce marketing sites. E- Commerce platforms. - Sign up yourself as a genuine seller and fill the details of your business - listing your products - sell their products online.

14. **Viral marketing** - Services to spread information and opinions - Product or service from person to person - Through media and other sources - Social Media Sharing - How to make them viral in social media

15. **Lead generation** - organization process - planned clients for its item contributions - Prospects – Lead Generation - Converting a stranger as our customer – Closing a Lead – Retention.

16. **Website Testing Tools** – Tools - website errors fixing errors - Website – How to your website perfect without errors.

17. **Introduction to Google** - Google ad words services - Example to reach new online customer so Google ad words - Google ad words - Paid advertisement in search engine Display ads and get instant leads for your business - Get advantage of that and generates ROI initials levels - Ad word experts getting best salary in the industry.

18. **Google Ad words Certification** - (5 Certification ) is a Google Ad words certification program - giving Ad Words capabilities to offices - fundamental exam and three advanced exam

19. **Blogger & Blogging**

20. **Google AdSense** - Program runs by Google - free services - ad sense – How to earn money by placing ads on your web site - Healthy website with huge traffic – How to apply your site for ad sense – How to use your website traffic as customer

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21. YouTube monetization - Simple ways – How to earn money - YouTube Monetization Creation of account - uploading videos by enabling ads on them- Dos and Don'ts - Subscribers goal for Monetized Application.

22. Google Algorithm – How to Update Google algorithm - Services provided by Google. Change of Google Algorithm - Updates - Google Panda Algorithm - Refresh and Google Penguin Algorithm Update - Best outcomes in the web search engine result

23. Google Webmaster Tools - Goals by managing world's information – Use of Tools like Google My Business Talk - Google E-Mail - Google Calendar - Google Map - Google Docs - Google Analytics and many more. How a smart digital marketer promotes their brand online.

24. Marketing automation – How to Organize to streamline – Automate - Measure - Advertising tasks & work processes- How to increase operational efficiency – How to grow revenue faster.

25. Content Writing Tips - Taking time to write first few blog posts –What your readers like - Your writing style - Overall flow- Key words- Good Language – Paraphrasing

26. Google Trends - Google's information - Patterns in keywords - Niches and point thoughts Power full niche - Advantage of Google ad words - Google Trending.

27. Digital Marketing & E-Business Conclusion - Jobs - Better Career Opportunity - Better Salary Packages. Vocation development in the domain of SEO, SEM Social media – Promotions - Entrepreneurial Prospects in Digital Marketing.

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# WORKSHOP - CONTACT

(DIGITAL MARKETING & E - BUSINESS)



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## COMMENCEMENT OF COURSE

FROM JUNE 2020

Slot 1: Monday to Thursday - 3pm to 5pm

Slot 2: Monday to Thursday - 5pm to 7pm

Friday (Test) - As per the Slot Selection

No.of Seats per week : 20 (Each Slot)

Fee: Rs.400/- per learner (10 hrs)

(Workshop Certificate will be provided to  
all Learners with Grades)

Learners can enroll their registration online by filling in and submitting  
the forms at <http://magesticts.com/workshops.html>

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