

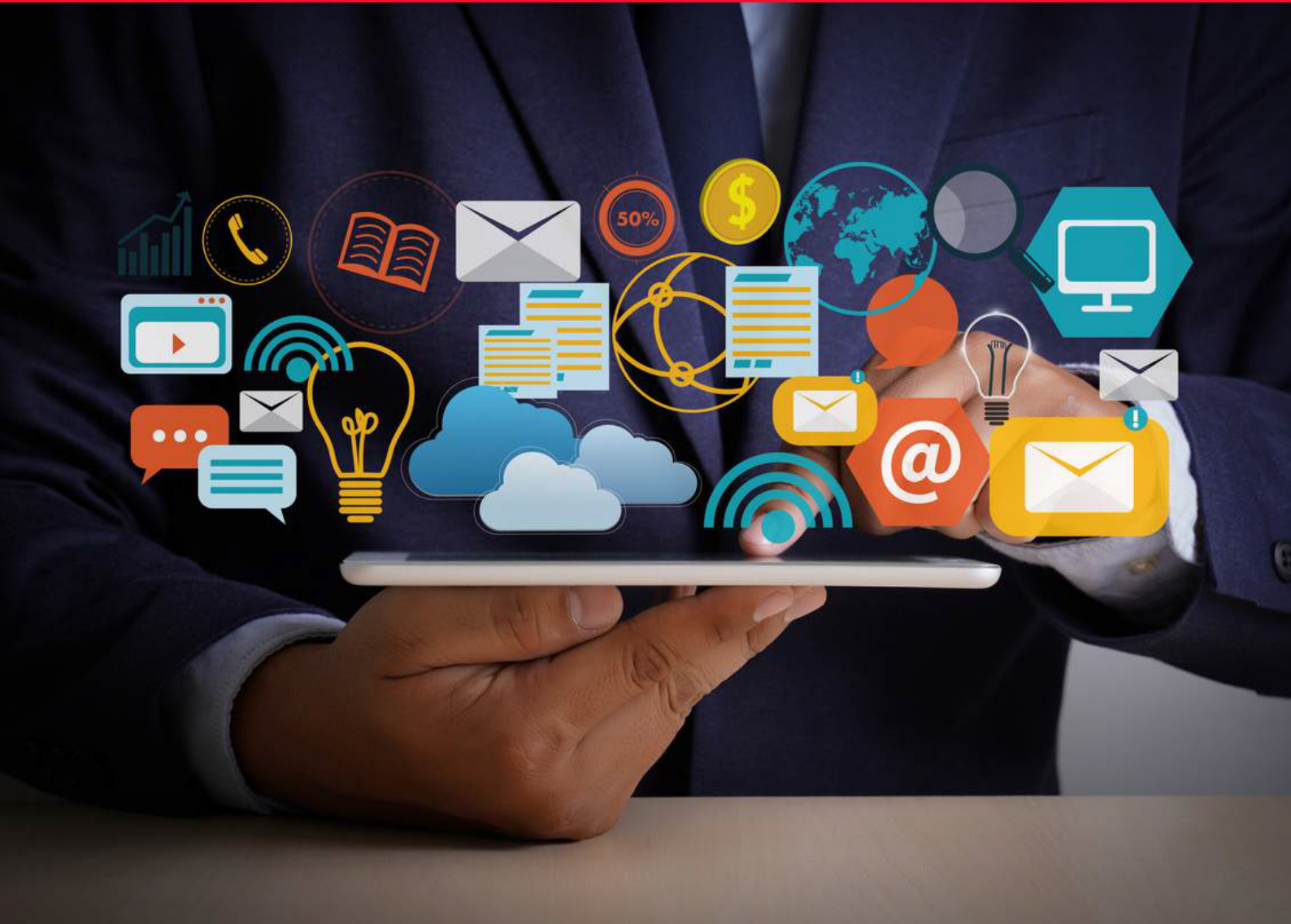


भारतीय प्रबंध संस्थान रोहतक
Indian Institute of Management
Rohtak

Executive Program In

STRATEGIC DIGITAL MARKETING & ANALYTICS

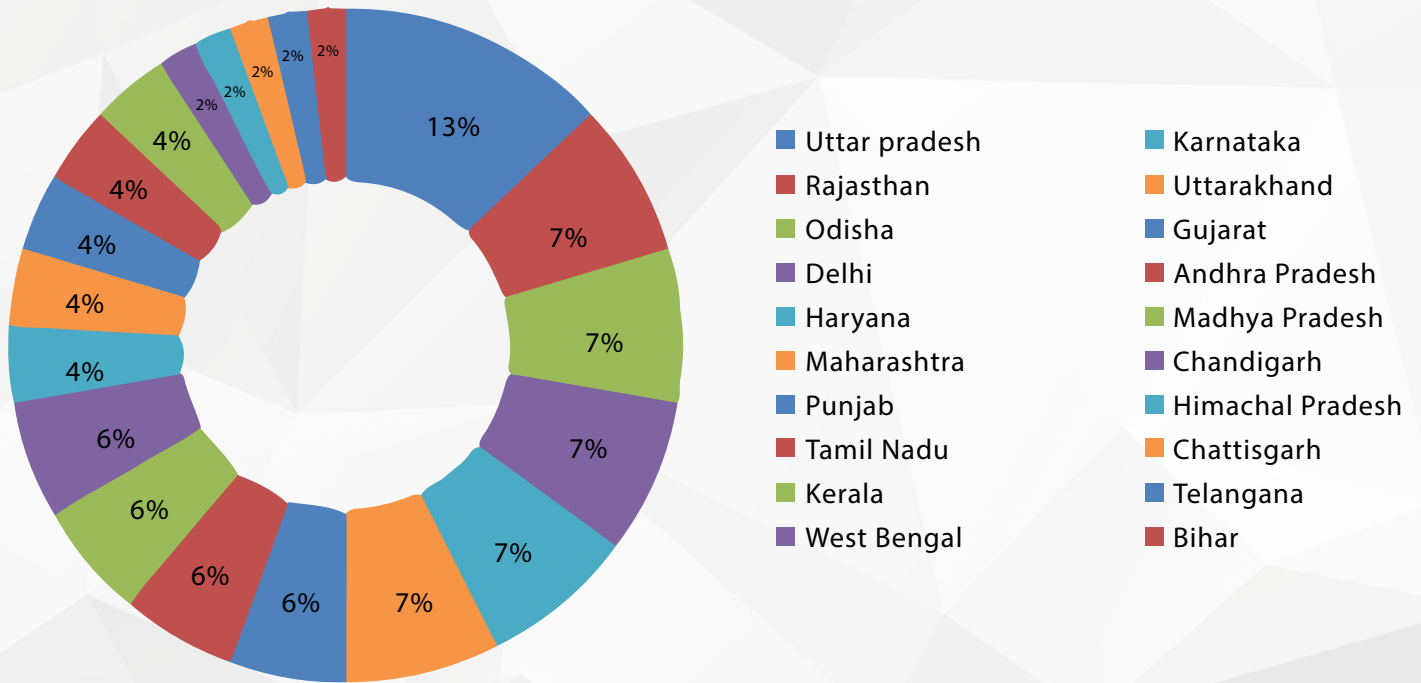
IV BATCH



PREVIOUS BATCH INSIGHTS

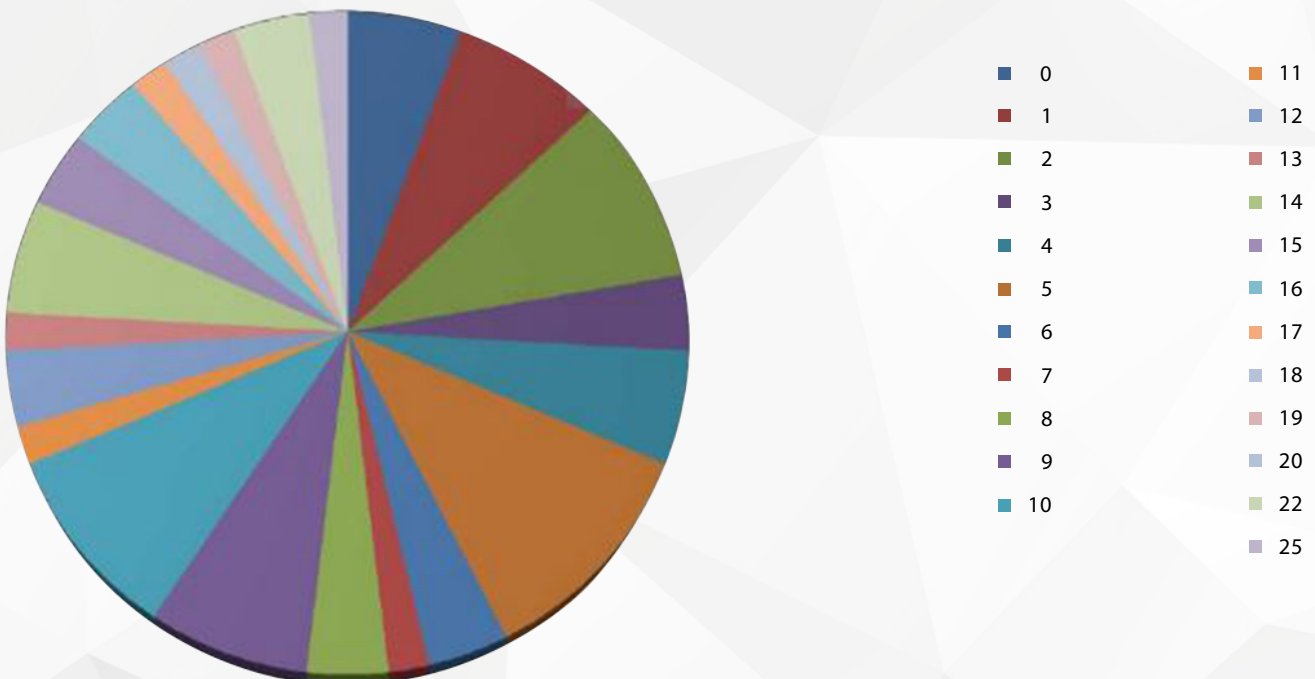
LOCATION WISE

THIS IS THE GEOGRAPHICAL GRAPH OF THE PREVIOUS PARTICIPANTS



WORK EXPERIENCE (YEARS)

THIS IS THE WORK EXPERIENCE GRAPH OF THE PREVIOUS PARTICIPANTS



PREVIOUS BATCH INSIGHTS

DESIGNATIONS WISE

ASST MANAGER-SOCIAL MEDIA & DIGITAL MARKETING

DIGITAL MARKETING MANAGER

DIGITAL MARKETING EXECUTIVE

ASSISTANT GENERAL MANAGER

SEO EXECUTIVE

FOUNDER

SALES EXECUTIVE

HEALTHCARE CONSULTANT

VP-CUSTOMER ENGAGEMENT AND DIGITAL MARKETING

CEO

MD

SENIOR MANAGER

GRAPHIC DESIGNER

CHIEF OPERATING OFFICER

PROGRAM COORDINATOR

CORPORATE AGENCY MANAGER

SENIOR DIGITAL MARKETING COORDINATOR

CAMPAIGN ACTIVATION MANAGER

DIGITAL GROWTH CONSULTANT

HEAD OF CUSTOMER SUCCESS & DELIVERY

DIGITAL MARKETING & AI LEAD

KEY ACCOUNT MANAGER

DIGITAL MARKETING & SALES OPERATION MANAGER

MANAGING PARTNER

BUSINESS DEVELOPMENT MANAGER

DIGITAL MARKETING SENIOR ASSOCIATE

DIRECTOR - MARKETING

SENIOR EXECUTIVE PRODUCER

AGM - SALES & MARKETING

GM-MARKETING & BD

PROGRAM OVERVIEW

The Strategic Digital Marketing and Analytics course is aimed at building frameworks that help managers in facilitating their marketing activities and decision making.

The IIM Rohtak course will provide you with an analytical and theoretical framework to understand the emerging world of Digital Marketing and will help in learning systematic decision making based on powerful proven analytical techniques. The purpose is to understand digital marketing and build skills, knowledge and confidence in undertaking analysis.



KEY HIGHLIGHTS



Market Basket Analysis

Customer Lifetime value analysis



Google Ads



Youtube



LinkedIn



Google Analytics



Hubspot



Sendinblue



Facebook



Instagram



Focused Study on Digital Revolution & Trends



Email Marketing Analytics & Google Analytics



Learn Developing a Growth Marketing Capability



Demographics Affect & Analysis



Search Engine Optimization Best Practices



Acquire Abilities on Content Management



Marketing Strategies

Who Is This Program for?

Seeking for Strategic Digital Marketing Career, Traditional Digital Marketers, Businesspersons, Brand & Communication Managers, PR Professionals, Sales & Marketing Professionals.

What Will I Learn From the Program?

Digital Marketing Analytics Tools, Emerging Digital Technologies, Search Engine Optimization (SEO) Best Practices, Critical Digital Marketing Evaluations, Branding, SEM and 360 Digital Marketing Skills.

Why This Program Is Important For Me?

Internet has significantly revolutionized various aspects of a company's operations. Not only it has obsoleted many traditional marketing strategies, it has resulted in the instant access to vast amount of information about consumers, their choice, perception about the firms and their offering.

Though its role started as an alternate channel of distribution, Internet is fast intruding into core marketing domains such as advertising, sales, creation of word-of-mouth customer service, new product design and even branding. The program will make you industry Ready

What Are The Benefits Of Being Strategic Digital Marketing Professional?

Traditional digital marketing roles are obsolete as the emerging world of digital marketing requires professionals with digital marketing analytics skills, decision making based on powerful proven analytical techniques. Hence, you can look forward to getting into a role as Strategic Digital Marketing Manager, SEM Manager, SEO Specialist, Social Media, and Content Manager.



PROGRAM CURRICULUM



INTRODUCTION TO THE COURSE AND CASE METHOD PEDAGOGY

- Digital Revolution, Changing trends in Marketing
- Rising relevance of marketing analytics



MARKETING DATA ANALYTICS

- Analyzing Sales
- Analyzing how Demographics affect sales
- Pulling data from a pivot table
- RFM Analysis



CHARTS TO SUMMARIZE MARKETING DATA

- Combination Charts
- Summarize Market Research Surveys
- Making Chart Labels Dynamic
- Summarizing Monthly sales – Force Rankings

- Control Data in a Chart
- Using Sparklines
- Creating the End-of-Week Sales Report



POSITIONING ANALYTICS – HOW TO POSITION YOUR BRANDS/ COMPANIES

- Case: The Evolution of Brand India, 2014, Ivey Publishing
- Customer choice Analytics



ESTIMATING DEMAND CURVES AND OPTIMIZE PRICE, PRICE BUNDLING

- Estimating Linear and Power Demand Curves
- Optimize Pricing
- Pricing Using Subjectively Estimated Demand Curves
- Pricing Multiple Products
- Why Bundling ?
- Find Optimal Bundle Prices



REGRESSION AND CORRELATION

- Multiple Regression to forecast sales
- Modeling Trend and Seasonality
- Ratio to Moving Average Method
- Winter's Method



DIGITAL MARKETING PLANNING AND STRATEGY

- Aligning Digital Strategy with Business Objectives
 - Target markets and creating digital personas
 - Understanding User Behavior and reaching target audiences digitally
 - Designing Digital Marketing Strategy



CONTENT MARKETING

- Engagement of People and Probable Customers
- Managing Content on different Platforms



CONJOINT ANALYSIS FOR PRODUCT DEVELOPMENT

- Conjoint Analysis Exercise from the Handout (to be distributed before class In-class Exercise)



CALCULATING CUSTOMER LIFETIME VALUE AND ONLINE MARKET SEGMENTATION

- In-class Exercise



DIGITAL PROMOTIONS: SPONSORED SEARCH MARKETING

- Overview of Google Ad-words
- Ad-words Account Structure, Ad Creating Formats
 - Targeting Methods
 - Advanced Search Network Advertising, Keyword Planner



DISPLAY EMAIL AND MOBILE ADVERTISING

- Display Targeting Methods
- Display Ad Planner
- Email Design and Functionality
- Email Marketing Analytics
- Email Optimization And Testing



SOCIAL MEDIA MARKETING

- Leveraging Social Media Platforms
- Measuring ROI of Social Media Platforms
- Social Media Ads



WEBSITE OPTIMIZATION & WEB ANALYTICS

- Functional Design and Layouts
- Optimizing UI/UX
- Landing Page Design
- Website Tools
- Optimizing Direct Mail Campaign
- Cluster Analysis
- Computing three way lifts



DIGITAL MARKETING PLANNING AND STRATEGY

- Aligning Digital Strategy with Business Objectives.
- Target markets and creating digital personas.
- Designing Digital Marketing Strategy
- Managing Content on different Platforms
-



MARKETING & SALES CAMPAIGNS FUNNEL ANALYTICS

- Digital Revolution, Changing trends in Marketing.
- Rising relevance of marketing analytics
- Analyzing Sales Funnels
- Analyzing how Demographics affect sales
- Combination Charts



CAMPAIGN MANAGEMENT

- Overview of Google Ad- words
- Ad-words Account
- Structure, Ad Creating Formats
- Targeting Methods Advanced
- Search Network Advertising, Keyword Planner
- Display Targeting Methods
- Email Design and Functionality Email
- Optimization And Testing
-



MARKET R&D

- Summarize Market Research Surveys
- Making Chart Labels Dynamic
- Summarizing Monthly sales – Force Rankings
- Using Sparklines
- Estimating Linear and Power Demand Curves



INTEGRATED MEDIA PLANNING: COMBINING OFFLINE AND ONLINE

- Overview
- Strategies and Techniques



SOCIAL MEDIA CAMPAIGN MANAGEMENT

- Leveraging Social Media Platforms
- Measuring ROI of Social Media Platforms
- Social Media Ads
- Functional Design and Layouts
- Landing Page Design



PROJECT DISCUSSION

- Project Presentations



SOCIAL & E – COMMERCE

- M- Commerce and Social Commerce
- E- Tailing

PROGRAM COORDINATOR



Prof. Dheeraj Sharma

Director - IIM Rohtak

Prof. Dheeraj Sharma (Director, IIM Rohtak) is a marketing professor and writer. He has taught at numerous educational institutions including University of North Texas, Louisiana Tech University, University of Winnipeg, Ball State University, Athabasca University and IIM Ahmedabad. Prof. Sharma has a doctoral degree with a major in marketing and a double minor in psychology and quantitative analysis from Louisiana Tech University. His primary research interests are “relationships” in business domain. He explores relationships in the context of Workforce motivation (different levels of employees in an organization), behavioral channel theory (relationship between channels and organizations), international marketing strategy (cross-cultural relationship such as between brands across national boundaries), personal selling, brand management (relationship between consumers and brands), social media management (Human to Human Relationships), and ethics (Relationship between individual, organization and society). As a doctoral candidate, Dr. Sharma was Robert B. Toulouse Doctoral Fellow and Graduate School Doctoral Fellow. He is a member of who’s who of American professionals. He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Prof. Sharma has been involved in consulting projects or/and executive training with several multinational corporations such as, He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Dr. Sharma continues serve on boards and advisory boards of many organizations including central government appointed independent director on IRCTC (Indian Railways) and Punjab Government appointed independent director on Punjab State Cooperative Milk Producers Federation Limited. His expert views have been cited in many major international newspapers including Business Standard, Economic Times, Times of India, DNA, The Tribune, The Hindu, Asian Age, Vancouver Sun, Calgary Herald, Edmonton Journal, Montreal Gazette, National Post, CTV National News, among others.

PROGRAM FACULTY



Dr. Kuldeep Baishya

Ph.D: IIM Shillong



Dr. Neha Bhardwaj

Ph.D : FMS, Delhi



Dr. Madhu Mandal

Ph.D : IIM Lucknow



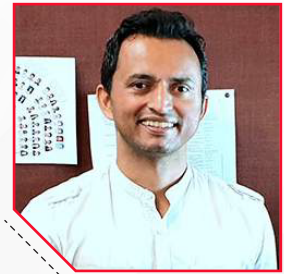
Dr. Naman Sreen

Ph.D: IIM Shillong



Ms. Niti Beri

Lead - Digital Marketing at ICICI Bank



Dr. Rajat Sharma

Faculty IIM Ahmedabad



Dr. Rajesh Kumar Sinha

Faculty IIM Kozhikode



Dr. Rama Shankar Yadav

IIM Rohtak



Dr. Rima Mondal

Ph.D : IIM, Indore



Dr. S. K. Pandey

Ph.D. (CSJM University Kanpur)

WALL OF ACHIEVEMENT



ADDITIONAL BENIFITS & SESSIONS

- 2 months 'R & Tableau' session
- Practical sessions on 'Facebook' paid & organic marketing
- Mastersessions on 'LinkedIn' paid & organic marketing
- Practical session on 'Youtube' marketing
- Industry expert session on 'Google Analytics'
- Industry expert session on 'Hubspot'
- Industry expert session on 'Email Marketing '



PROGRAM DETAILS

Admissions Slot-II Closing

30th Aug, 2022

Duration

3 to 4 Months

Format

Live 50 Hours Interactive Session

Program Fee

Pay in 3 easy EMI's

INR 60,000 + (GST)

Starts on

11th Sep, 2022



ELIGIBILITY CRITERIA

Graduate (10+2+3) in any stream from recognised university.

ATTENDANCE

Minimum 70% attendance is mandatory for successful completion of the program.

EVALUATION

Performance of participants will be monitored through continuous evaluation on assessments, quizzes & project work. No end course exams will be conducted



HOW TO APPLY

Click below to apply for the program. For more information, call us on +91 96675 97054 or +91 89501 49198 write to us at info@uptop.in or connect@uptop.in

[APPLY NOW](#)



In collaboration with



Universal Potential Talent Optimization Platform

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89501 49198

All the sessions will be delivered in the English language only.