

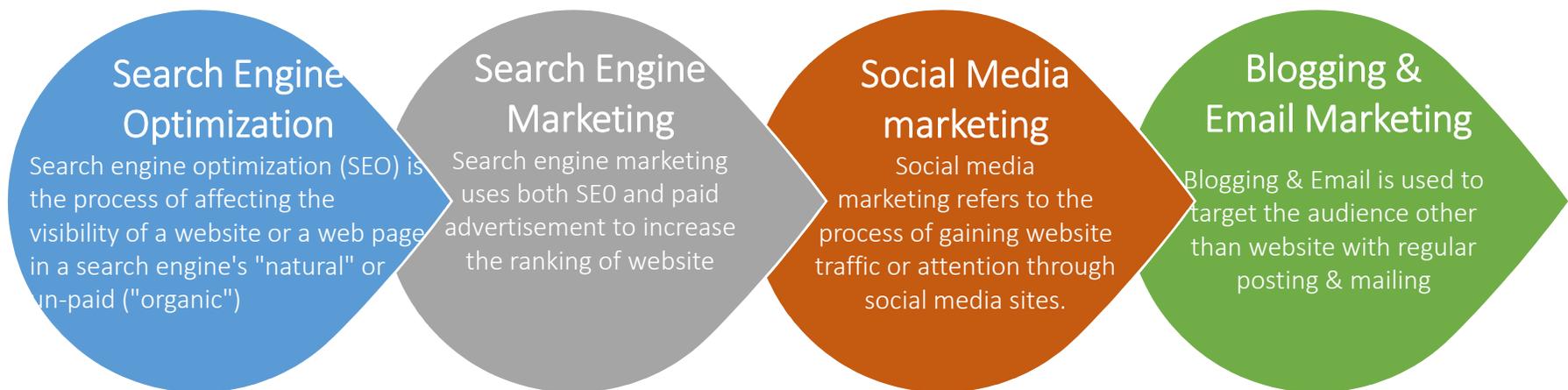
# Social Media Training Course





# Digital Marketing

**Digital marketing** is marketing that makes use of electronic devices such as computers, tablets, smartphones, cellphones, digital billboards, and game consoles to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing.



## Analytics

Business Intelligence | Reports & Charts | Dashboard | Big Data Analytics

## Digital Marketing Landscape



# Future of Digital Marketing

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1

243 million internet users in India; 500 million expected by 2018

2

65% Increase in number of intakes by the e-commerce sector from B-schools & Engineering colleges

3

\$2.3 billion e-tailing market to reach \$32 billion size by 2020

**Digital Marketing**  
Strategies Focused on Increasing The Reach & Visibility of Your Business.



4

Mobile Internet penetration will reach 55 per cent in 2018

5

Internet advertising is expected to grow from \$133 billion to \$194.5 billion in the same duration of time



# Social Media Marketing Curriculum





# Social Media Marketing : Modules

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## Introduction to social media

Introduction to Social Media Marketing Module equips you to harness the power of digital marketing as a major driver of the overall marketing strategy for your organization. This module provides you an exposure to the principles of digital marketing, landscape of social media marketing, knowhow about the ways of managing and analyzing your digital marketing campaigns.



## Content Creation

The Content Creation Module introduces the very purpose of the Content. How content can intrigue, engage and retain customers by continually curating and creating worthwhile content with the intention of influencing consumers' purchasing behavior. By the time you will finish this module, you will learn the value of social amplification, social listening to monitor your brand.



## Social Media Marketing : Modules

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### Facebook

The Facebook module provides you with a comprehensive understanding of how Facebook works as a platform for community building, content marketing and brand promotion. You will learn how to use Facebook for business, developing a Facebook page specifically for your digital marketing needs, creating brands through Facebook, Facebook ads, advertising strategy, campaign planning & execution, Facebook analytics and ongoing measurement.



### Twitter

The Twitter module will enable with the knowledge of how to communicate and engage with your followers and the positive impact twitter can create for businesses as a marketing and promotion platform. You will gain the knowledge to customize twitter account to building a profile for your business, Campaign planning & execution and how to use hashtags



## Social Media Marketing : Modules

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### LinkedIn

The LinkedIn module share insights about the benefits of being present on this platform for both businesses and individuals. You can harness the power of LinkedIn for marketing purpose, especially for targeting professionals. During the course you will learn the LinkedIn features to facilitate the campaigns and how to build a network using LinkedIn.



### Google+

The Google+ module explains you the benefits of incorporating Google+ into your marketing strategy. You will gain understanding of how to set up a Google+ page for yourself and a page for your brand. The module will provide to insights about how to engage your Google+ Community, how it helps in SEO optimization. You will also learn how to introduce features such as Hangouts, Circles, What's Hot, and Events, which are specific to Google+.



## Social Media Marketing : Modules

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### YouTube

The YouTube module provides you with an understanding of how world's one of the largest search engine - YouTube works as a content sharing platform. We will explain you, how to use YouTube as a call-to-action platform and how to maximize interactive experience for your consumers by embed videos to your brand website. The module will equip you with the skills that enable you to use YouTube channel and advertisements for brand promotion.



### Future Trends

This module will keep you updated with the latest trends and new platforms in social media on which you can share your content. As social media is an area which is evolving at a rapid rate, we target to show you the trends with analytics to give you right perspective. We will also describe the usage of other social media platforms, such as Instagram, Tumblr, Pinterest and Flickr



## Social Media Marketing : Modules

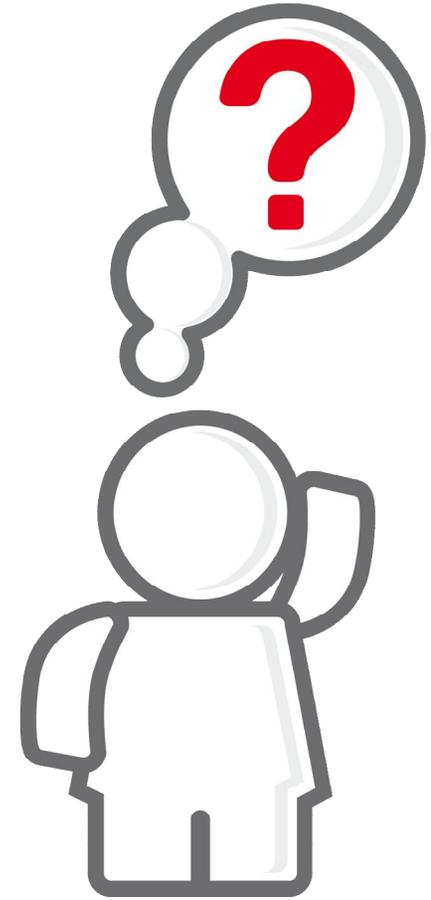
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### **Strategy & Planning**

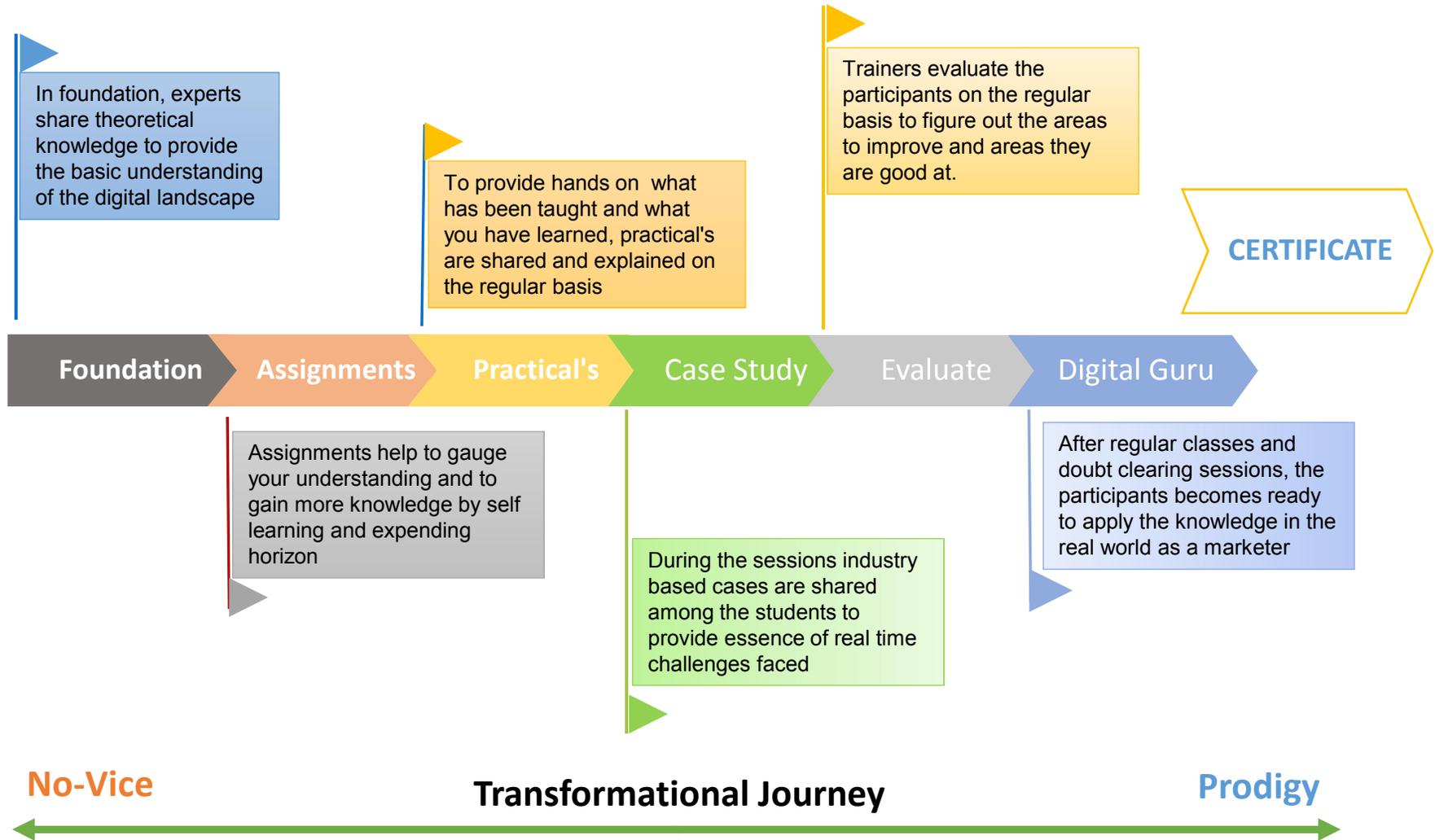
The Strategy and Planning module serves as the base for the social media plan and ties the entire activities with a thread. We will share a few templates and knowhow of executing social media strategy to get maximum out of it. This module will help you to define the strategy from the scratch and implement it in your organization.

# Why DM Tree





# Training Methodology





## Our Team

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### Geetu Ahuja Sharma

Geetu is a seasoned online marketer with more than 11 years of experience in online space. Over the period of time she has headed online marketing for companies like Fashionandyou, Tyroo, Educomp, Seventymm to name a few. She has successfully lead the Online Marketing effort for the biggest internet company in the country for various verticals and achieved phenomenal Online advertising efficiencies.

Geetu introduced website optimization and media buying best practices for maximizing ROI, Search marketing to the Group and currently managing the largest search spend in the country. Geetu is a Google Adwords Certified Professional, and has been a speaker in various Indian and international conferences on Search Marketing and Internet Marketing.

### Amit Sharma

Amit is an Information Technology graduate from University of Delhi. In his 10+ years of professional life, he has successfully translated business objectives into learning solutions, managed global teams and clients, created diverse content, and grew as an inspired person while helping others to grow. He worked with a bouquet of companies including Accenture, NIIT, Lionbridge, Whizlabs, FCS, Innodata, and Career Launcher.

Amit has an innate ability to see the big picture and connect the high-level strategy with the task at hand. He tends to bring clarity in thought and action. His creativity and enthusiasm coupled with his integrity enables him to contribute effectively to all his endeavors.



## Our Team

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### Indraneel Mukherjee

A passion for the quali aspects of everything hasn't dimmed over the past 25 years that Indraneel has been in the business. He delves deep into the characters of a brand rather than its features. Having worked on big and small, national and international brands, his keen eye for the soft aspects of a brand makes him such a good brand custodian. Goodyear, Indian Airlines, Reebok, Cartier, Foster's, Hutch, Vodafone, AIMA, Ranbaxy, MSD, RB, GSK, are just some names that define Indraneel's experience.

When you speak with him, please do have your answers ready

### Rajesh Prothi

With over 24 years of professional experience, Rajesh has counseled & developed communications strategies for various national & international brands like Nokia, 3Com, CommWorks, SDI, Baan, Intelsat, Rockwell as Head Technology Practice at Ogilvy PR, New Delhi.

Rajesh was the editor of Communications World (1996-2000) and has also worked for publications such as Business India, Observer of Business & Politics and Financial Express. He was also India Editor for Hong Kong-based magazines Telecom Asia & Wireless Asia. Rajesh has authored a book Tryst with Time for J&K Bank and a chapter titled Discontent and Militancy in J&K: A Fiscal Aspect for a book titled Burning Issues in Jammu & Kashmir Politics.



## Our Team

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### Ambikesh Ratnu

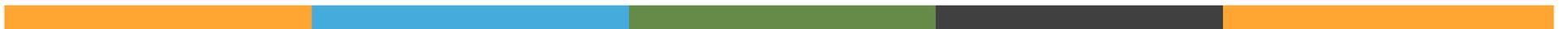
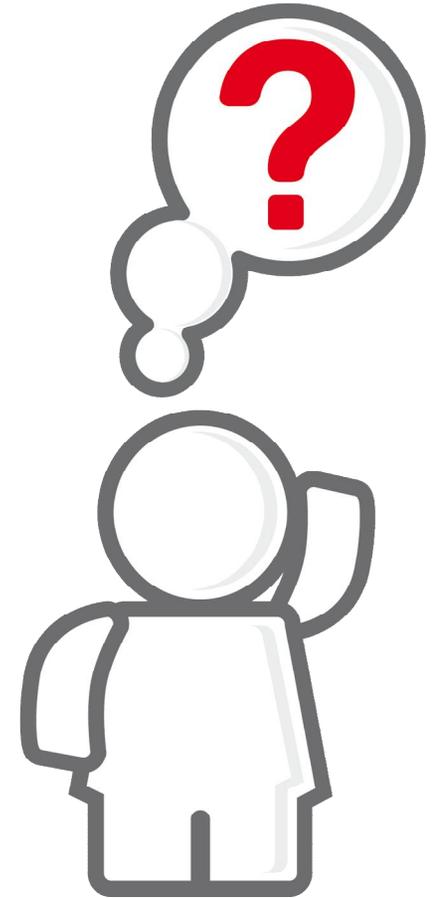
What is a computer engineer doing in marketing communications? Living his dream. Engineer in the head, passionate marketer in the heart, that's Ambikesh. Over a period of 8 years, Ambikesh has guided organizations in industries as diverse as IT, HR Outsourcing, Telecom & FMCG to define their overall marketing strategy. He has extensive experience in implementing marketing plans, corporate communications, and budgeting & strategic planning.

He has been associated with CII, NHRDN, AIMA and other industry bodies. He has also managed Business Today's "Best Companies To Work For" initiative. His passion for ethical marketing makes him a pillar of strength at DM Tree.

### Vivek Kumar, IIT Delhi

Had it not been for his penchant for creativity and passion for OTB solutions for businesses, Vivek might have been cracking numbers and taking home a fat six figure salary. But coming from a breed of entrepreneurs not so familiar for an engineer with an MBA degree, He has pioneered Digital solutions for businesses which are both creative and result driven. Whether your firm's budget is in modest thousands or whopping crores, He will offer you solution which drives the best out of your money. He is a rare blende of a thinking soul with an analytical mind. You can discuss your business with him over a cup of coffee or a mug of beer- he doesn't mind either.

Clients

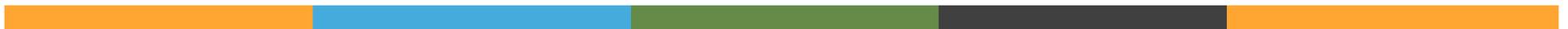




## Our Clients



Course Fee





## Course Fee

Type of Training	Work Shops	Online instructor-led Training	Regular Classroom Course
# of Modules	14	14	14
Nature of Training	Fast track course	Full-course/Module-wise	Full-course/Module-wise
Duration of Training	2 days	2-3 months	2-3 months
# of Hours	16 hours	96 hours	96 hours
Cost of Training	-	Rs. 27,500	Rs. 33,500
Cost of Module Training	Not applicable	In class Rs. 12,500 Online Rs. 9500	In class Rs. 12,500 Online Rs. 7500
Project Duration	Self-assigned projects	24 hours/ 2 week	24 hours/ 2 week
Certification	Participation Certificate by DM Tree	1) Training certificate by DM Tree	1) Training certificate by DM Tree
Training Location	Delhi-NCR ,Region or Location specific	LIVE Online, anywhere in India	Delhi-NCR only (classes will be held in Delhi and Gurgaon)
Training days	Weekdays/Weekends	Weekdays/Weekends	Weekdays/Weekends
Training Method	Lecture by Faculty and Industry Experts	Online Lecture and discussion by Faculty and Experts	Class room Lecture and discussion by Faculty and Experts

Contact Us:

DM Tree,

244, Vipul Trade Centre,

Sohna Road, Gurgaon-122001

+91-8800226570,+91-8800538685

[info@dmtree.in](mailto:info@dmtree.in)

[www.dmtree.in](http://www.dmtree.in)

