

MDP 21: Digital & Social Media Marketing for Business Growth

Introduction

Professionals can get a good understanding of all facets of digital and social media marketing. The program will enable digital marketers to create their digital marketing strategy by providing them the tools and techniques of digital marketing. It will equip marketers with an understanding of right metrics and analytics with which they can measure the performance of their digital marketing efforts. The participants will also gain insights into how to increase engagement, leads and conversions.

Benefits of attending

- Tools of digital/Social Media marketing
- Optimizing digital/SM marketing
- Content strategy
- Choosing a social media platform that fits brand objective
- Tracking and Measurement
- Greater effectiveness and efficiency of digital marketing

Program Contents

- Introduction to Digital and Social Marketing
- Display Advertising
- Search Engine Advertising
- Social Media Strategy
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Mobile Marketing
- Email Marketing
- Web Analytics

Who should attend?

The program is for people who wish to learn digital and social media marketing in a short time frame. Participants can be from sales and marketing, technology, entrepreneurs, general management.

Program Pedagogy-

The program relies heavily on Group Work, Exercises - Individually and Groups, Presentations, Lectures and Case Studies

Duration

2 Days

Program Directors

Dr Etinder Pal Singh



Dr Etinder Pal Singh is currently working as Professor at Apeejay School of Management, Dwarka, where he heads the PGDM program and the Marketing Area. Prior to this he was Director, Executive development with Northpoint Centre of Learning, A Lintas Group Initiative. He is an MBA & PhD in Business Management, having 20+ years record of achievement and demonstrated success while providing leadership in highly competitive markets of US, Canada and India. His research interests include Branding, Leadership, Relationships

(Interpersonal, Employer- Employee and Client- Vendor), CRM, and Consumer Behavior.

The clients with whom he has worked in past are: Cottage Emporium, BHEL, Katha, Fabriqate Research UK, KPIT, Infiniti Retail, Kotak Mahindra, Honeywell, Market Rx, Optimix-ING, Bharti Axa Life, Standard Chartered, Lintas, Sandoz, Cognizant Technologies, Triton Communications, Lufthansa, WNS, Seahorse Group, Geometric Ltd amongst others.

Preeti Suryawanshi



Prof. Preeti Suryawanshi is Assistant Professor at Apeejay School of Management, New Delhi, India in the area of Marketing. She has over 11 years of experience in academics. She has presented and published a few papers in national and international conferences of repute. Her areas of interest are Branding, Business Education in India, Use of Digital Marketing and Social Media in conventional and non-conventional areas. She is an Electrical Engineer, has done her MBA in Marketing and has submitted her Ph.D. in the

area of Business Education in India.