

# Digital Marketing Workshop

## “AACRO” Model by Seven Boats

Institute: **IIM Shillong**

Date: 30/08/2018

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### Workshop Module Details\*

#### 1 Day Workshop

**Duration: 3 hours with 10 mins break**

**No. of Trainers : 1 or Max 2**

#### 1. Activation: Grabbing the attention

Tactics for reaching the maximum people

*Duration: 30 Mins. Explanation by real live case study of a client. Pointers would be shared via ppt & via projector screen sharing*

- Introduction to Integrated digital marketing
- Website Audit / Competitive Research & Analysis.
- Defining Digital Marketing Mix
- Website / Landing Page Revamp / Design
- Brand materials / Graphics creation
- Content creation / Planning
- Defining Target Audience & Awareness
- Marketing communication design for social media
- POEM Model (Paid Media, Owned Media, Earned Media Approach)

#### 2. Acquisition: Getting the traffic

Techniques for engaging your target audience.

*Duration: 1 hr. Live practical on SEO, Live Case discussion on FB & Google Ads.*

- Search Engine Optimization (SEO)
- Local SEO / Google Map optimization
- Social Media Marketing (70-20-10 & 50-50 content strategy)
- Content writing & Marketing (Inverted pyramid approach / Clickbait, Linkbait etc)
- Brief of Google Ads (Search, Display, Video, Shopping, Mobile, Remarketing)\*\*
- Brief of Facebook Ads (Page like, Boost Post, Website click, Lead Generation, Custom & lookalike audience, Pixel)\*\*
- Lead magnet / Lead funnel design

- Email / SMS marketing\*\*
- Paid PR / Influencer Marketing\*\*

### 3. Conversion: Making the transaction

Tricks to turn your potential leads into paying customers.

*Duration: 15 mins. Concept briefing & examples.*

- Reviews
- Online reputation management
- Query/Response management
- Insights from analytics & Search console
- Conversion rate optimization / Growth hacking
- G-Suite/Productivity apps / CRM suggestions

### 4. Retention: Keeping the business

Methods to engage your customers and keep them coming back.

*Duration: 15 mins. Concept briefing & examples.*

- Remarketing\*\*
- Email / SMS Marketing\*\*
- Content writing
- Time to time Contest/offers/promo
- Strategic consultation
- App store optimization

### 5. Optimization: Improving the experience

Tools to measure the results and improve the performance

*Duration: 30 mins. Concept briefing & examples. Live Case discussion*

- Google analytics & Data Driven suggestions\*\*
- Facebook insights & recommendations
- Time to time keywords & Search optimization
- Content optimization
- Google search console & fixing errors
- Advanced SEO techniques & other technical fixes\*\*
- Monitoring & Management report

### Live Question Answer Session

*Duration: 20 mins. Question-answer/discussion session*

\* This is an estimated structure. Actual modules may vary/ or can be customized depending on special interest of Students or on other various parameters or depending on student's special request to trainers on site..

\*\* There are more advanced modules for these chapters. Depth of the modules might be decided on students' interest, workshop duration & on Trainer's discretion

## Mode of training:

Case studies	Concept class	Assignments
Games	Projector/PPT	Whiteboard
Live project	Online access / notes	Useful links / tools

## Key Takeaways:

- Learn to Promote any website online. You can bring a website at top of Google search
- Learn to analyze any online business, define their potential customers and formulate strategy to prepare a marketing mix.
- Learn to formulate strategy for paid ad campaigns and can run complex ad campaigns in Google Adwords, Facebook or in other platforms.
- Learn to market a business via social media platforms
- Learn to run bulk email campaigns and bulk sms campaigns.
- Learn how you can take data driven decisions and formulate strategy by analyzing data (Data Driven Marketing & Data Science) & prepare various reports.
- Learn how you can add value to your organization's workforce and do better promotion.
- Get an entrepreneurial insight to start a digital business.

## Deliverables:

- Training with case examples & concept classes
- Live domestic & international Projects analysis/case studies
- Addressing real time problem statements for your organization & recommendations.
- Future Assistance for Google Adwords & Analytics certification
- Home assignments & assessments for all participants
- Personal Care & also Post Training Support
- Participation certificate from Seven Boats Info-System Pvt. Ltd. after training
- Mentoring & Guidance for your students
- 1 year FREE access to our online Course module (350+ hours of extensive study materials)

## Certificate:

Workshop participation certificate would be given to all registered attendees from Seven Boats or in a joint co-branded way with the organization/college.

## Useful links:

<a href="#">About Seven Boats</a>	<a href="#">Our trainers</a>	<a href="#">Testimonial</a>	<a href="#">Awards</a>
<a href="#">Why Seven Boats ?</a>	<a href="#">Seven Boats Official website</a>	<a href="#">Seven Boats Academy official website</a>	