India's First experiential program

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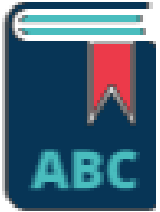
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Introduction

Digital Advertising is growing at 33% annually. It already has a 13% share of total spend. Obviously that's where the opportunities are for you!

IMS Proschool introduces India's first experiential learning program in Digital Marketing. The idea is to equip you with hands on skills to tap into the emerging area of digital marketing

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Program Highlights

Comprehensive - covers all essential concepts like SEO, Website, Social Media, Emails, Pay Per Click campaigns etc.

3 months instructor led program;

Study resources prepared by world class professionals

Prepares you for 6 certifications by Google and Facebook

Course completion Certificate from IMS Proschool – a Partner of NSDC – Ministry of Skill Development, Govt. of India.

2 months project training under a mentor to learn to apply concepts

Explore the course

Internet Marketing Foundations

How Search Engines Work

SEO- On Page & Offpage

Paid Search Marketing

Display Advertising

Analytics

Landing Page Optimization

Email Marketing

Online Reputation Management

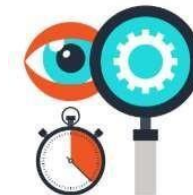Social Media Marketing 1

Mobile Marketing

Social Media Marketing 2

Content Marketing

Mobile Apps and ASO

Affiliate Marketing

Digital Tools to Evaluate Campaigns

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About Digital Marketing

Till recently, marketing was either about newspapers/TV ads or Hoardings/events. But technological revolution in last few years like mobile phones, social-media, emails, Google-Search Engine, YouTube videos, online shopping sites etc., have taken the place of the conventional marketing platforms. Today this medium is growing at rate twice that of conventional media and gaining share. This means; one that digital marketing is where the opportunities are and two, current professionals have to learn this medium to survive and thrive.

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Why Digital Marketing?

Customization: Digital mediums provide insights on the characteristics of your audience: choices, age, gender, spending pattern, etc., which enables you to customize your campaigns and target the right audience.

Measurable: It is easier to measure performance of digital marketing activities, since all data sets can be captured real-time to gauge the effectiveness of your strategies.

Reach: Over 46 million Indians are using the internet. There is no other way to reach so many of them at one place.

Greater engagement: Digital marketing encourages your prospective clients to engage with your brand through various activities such as visiting your website, reading about your products and services, rating them, furnishing

Affordable: Since Digital media can target specific customers, they tend to be cost efficient compared to TV ad or print campaign.

Why do a Digital Marketing Course?

Target new age jobs

This is the fastest growing segment within marketing. Acquiring skills in this area can help you target jobs in this segment. It further opens up opportunities in the areas like marketing analytics and help you to move up the value chain.
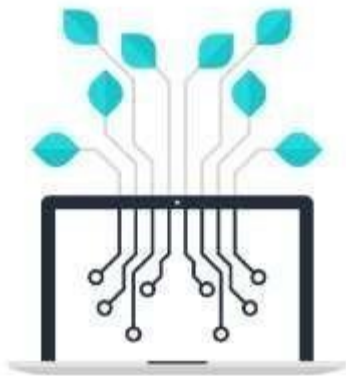
Upgrade yourself as a marketing professional

Every marketing professional needs to understand this new area to continue to grow

Helps you to look at the marketing strategy comprehensively whether you are a brand manager or client servicing guy in advertising

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Teaching Methodology

After intensive research and consultation from expert professionals, Proschool has designed a Digital Marketing Course with a learning process that is a unique blend of theoretical and practical concepts. At Proshool, we have gone an inch further to help candidates understand digital marketing in the real sense. You will be applying learnt skill sets in a real business case under the mentorship of an expert.

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a. Conceptual Learning – Live Cases

Proschool offers instructor led training program to provide conceptual learning on all the essential topics of digital marketing. It gives you an opportunity to learn and grow in a collaborative environment by working on real-life case studies. Conditions as defined by budget constraints, team coordination, campaign goals, etc, would drive your experience and help you grow by collaborating with your peers.

For Example, after completion of Pay per click or email topic in the class , you will be asked to prepare a PPC or email campaign for a bakery shop in Chandigarh.

b. Study Text

The training material have been used by leading universities of the world such as Columbia University, UCLA, The University of IOWA, Southwestern University, University of Minnesota, etc.

Project Based Learning

During the course of the 2 months project, each team will be allotted a business case. Under the guidance of your mentor, you'll design and implement digital marketing strategies and apply knowledge gained throughout the training.

Benefits:

✓ Team work
✓ Application of all the concepts in a real-life scenario
✓ Make you job ready
✓ Additional Project Experience from a Digital Marketing agency

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Process of Project Experience

- ✓ Complete training program
- ✓ Form a team
- ✓ Allotment of a mentor and a business case
- ✓ Understand the business requirement from the perspective of a business owner
- ✓ Design SEO strategies
- ✓ Design and run Facebook, Adwords, emails & other campaigns
- ✓ Measure the success of campaigns
- ✓ Final Evaluation of campaign by Digital Agency

Note:
It is mandatory for candidates to clear internal exams before allotment of project.
Candidates are required to pay Rs. 5000-7000 approximately to Google, Facebook to run ad campaigns.

Project
Create a consolidated Digital advertising strategy for the business

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Process 1: You will be appointed as a Digital Marketing Manager at an Marketing agency, your first assignment is to create Digital Marketing campaigns for a bakery in Chandigarh to drive business for them

Process 2: You will meet the managers at Bakery over skype & gather all the essentials information like products, competitors, customer preference, marketing budget, marketing objective to create a successful campaign.

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✓Bakerywala is a café and a retail bakery located at sec – 42 market in Chandigarh.

✓Objective is to drive customer interest for the Bakery.

✓Menu includes - fast mover products like coffee, cakes, pastry and sandwiches.

✓Targeted Geo: Chandigarh

✓Demography:
  ✓Children and youth
  ✓Age group (1): 4 – 15
  ✓Age group (2): 18 – 35

Bakery Menu

- ✓ Pastry/Deserts
- ✓ Sandwiches
- ✓ Soup
- ✓ Soft drink
- ✓ Coffee/tea
- ✓ Designed cakes for celebrations
- ✓ Cup cakes
- ✓ Ice cream
- ✓ Packed juices
- ✓ Cookies.

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Bakery Services

Apart from offering the menu, our bakery will also provide some services such as…

1. Wi-Fi for students.

2. Sound system(light music)

3. Free home delivery of orders.

4. Discount on large purchases

5. Loyalty cards for regular customers.

6. A separate room reserved for small parties.

Creating Google Adwords campaign

Cake For Every Occasion - 10% Off Use Coupon Code DIS10

Ad ~~www.~~**Cakes**/Gifts ▼

Deliver Freshly Baked Cake in 150 Cities. Midnight & Same Day Delivery Available

5 Hour Delivery · Delivered in 2000 Cities · Widest Range of Cakes · Midnight Delivery

Types: Rakhi Gifts, Cakes By Flavour, Cakes By Theme, Combo Products, Flowers, Photo Cakes, F...

Assorted Combo Products. · Personalized Photo Cakes. · Special Flower Bouquets.
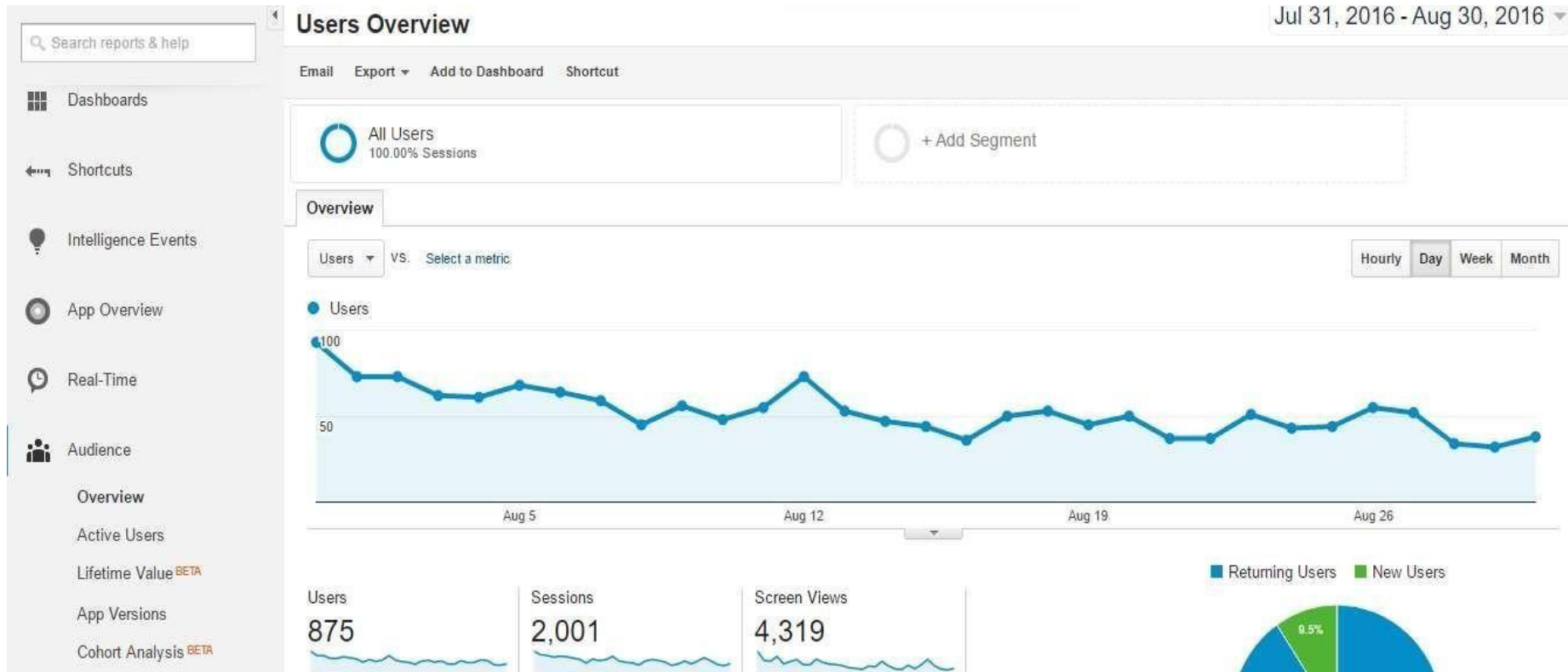
Facebook – Like Page

Get Your July 4th Weekend Sweets!
Free Mini-Cupcakes For Two

Grab a friend and come in over July 4th weekend and sample our delicious mini-cupcakes on us! (1 cupcake per person)

Explore Now

Measuring the performance – Google Analytics / Lead Management System

Course Outline

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Internet Marketing Foundations

- Introduction
- Technical terms
- Successful website

How Search Engines Work

- History
- Google search algorithm
- Google updates

SEO : On Page & Off page

- Choose target keywords phrases
- Relevance
- Quality and other SEO considerations
- Link
- Popularity metrics
- Link building

Paid Search Marketing

- Paid search advertising – Explained
- Anatomy of text ads
- Effective Ad copy
- The Math and vocabulary of PPC
- Buying Ad space
- Keyword Research
- Analyzing Keyword Data
- Google Adwords – Account structure

Display Advertising
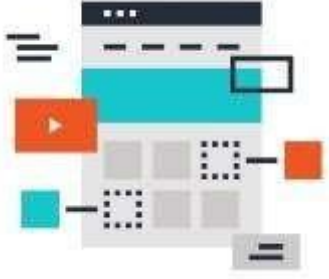
- Introduction
- Understanding Display network
- Targeting the right audience
- Banner Ad design
- Remarketing
- Optimizing Banner Ads
- Consistent Messaging

Landing Page Optimization

- Types of Landing pages
- Elements of landing page
- Conversion rate optimization

Analytics

- Introduction: How analytics works
- Key Metrics
- Key Performance indicators
- Making better decisions with Analytics
- Attribution

Email Marketing

- Introduction: Email list capture
- Email content
- Measuring success
- Avoiding Spam filters
- Customer relationship management

Social Media 1

- Introduction: Social media myths
- Social Media plan
- Defining the objective
- Social media content
- Distributing and Promoting
- Measuring success
- Facebook advertising

Social Media 2

- Introduction: Twitter
- Introduction: Pinterest
- Introduction: YouTube
- Introduction: LinkedIn
- Introduction: Instagram

Online Reputation Management (ORM)

- Introduction: Monitoring Brands
- Responding to negative content
- Creating positive content

Mobile Marketing

- Introduction: Mobile web design
- Marketing for Mobile

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Content Marketing

- Beginners guide to content marketing
- Blogging for beginners
- Understanding influencer marketing

Digital Tools to Evaluate Campaigns
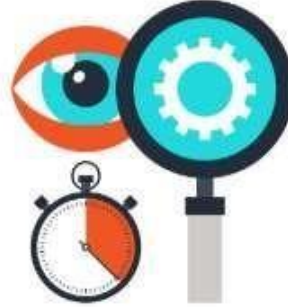
- Demystifying digital campaigns
- Identify right success metrics for a campaign
- Free tools to identify campaign metrics: Google

Mobile Apps & ASO

- Introduction: App store optimization
- Why ASO is important?
- Step by step guide to achieve ASO

Affiliate Marketing

- Introduction to Affiliate Marketing
- Demystifying the world of affiliate marketing

Study Mode

Live Virtual Classes

1. Audio – Video enabled "Live & Interactive training program on CISCO Platform

2. Learn from the industry experts at affordable cost.

3. Real – Life Case Studies

4. Clear your subject doubts face-to-face with experts

5. Get recorded sessions for future reference.

6. 80 hrs training program

7. Regular Assessments

8. Audio – Video enabled "Live & Interactive training program" on CISCO Platform

9. Access Online study resources and Mock assessments

10. Interact with your peers virtually while learning

11. No travel, save time - Study in the comfort of your home with a broadband connectivity

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Certifications

IMS Proschool - Partner of NSDC – Govt of India

Proschool program will help you to clear Google Certifications Adwords Fundamentals, Search Advertising, Display Advertising, Mobile Advertising & Video Advertising

Proschool will help you to prepare for Facebook Advertising Core Competencies Exam.

Project Experience letter for a Google Certified Ad agency or Ecommerce companies

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Review

"This course has been designed to provide insights into how you apply the concepts of digital marketing, preferring real time execution in a real world environment, making world-class tools and techniques available to you."

Swati Joshi, CEO – Influenshine, Author

Linked in

"At the sight of it, IMS Proschool's Digital Marketing Specialization appears to be a superb structure. This seems like an excellent base for someone keen to pursue a career in digital marketing or already part of the industry but looking to expand his knowledge horizon."

Sharique Khan – CoFounder Splitkart

Linked in

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Review

"The course has a unique teaching method backed by an exhaustive on-site project work. Projects like these are the closest, a student would come to experiencing the real world of problem solving. Conceptual, practical and insightful. Proschool I believe, has set very standards here.

Sarchana, Sr Manager - Wadi.com

Linked in

"The content for the course is quite complete and one can touch all the channels of Digital Marketing. The aspect of building a successful campaign requires planning around factors like - strategy, analytics, branding and execution, gives you a feel of real world execution. I must say I am quite impressed with this effort."

Zuhaib Khan – CoFounder Shopatplaces.com

Linked in

Why IMS Proschool?

✓IMS Proschool and its parent organization has educated more than 3 lakhs candidates for different competitive exams and professional course such as CFA, CFP, CIMA, CPA , Digital Marketing, etc.

✓Proschool has also trained 20,000+ employees of reputed financial organizations on Data Analytics, Digital Marketing, Financial Analysis, Wealth Management, Financial Planning, Equity Research, etc.

✓Proschool is the partner of NSDC –Ministry of Skill Development, Govt of India

✓Proschool's digital marketing course has been specifically designed and updated to include latest industry trends which would allow participants to expand their knowledge base while remaining abreast of industry developments.

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About Proschool

✓ IMS Proschool is an initiative of IMS learning Resources Pvt. Ltd an organization engaged in training students for last **37 years**.

✓ Proschool was launched in **2006** with the objective of equipping graduates and young professionals, with relevant and current skills through standards-based and thoroughly tested certification programs to enable them to perform in a wide spectrum of business environs.

✓ Ranked **#4 Trusted Brand in Education** and **44th amongst Most Trusted Service Brands across India** (AC-Nielsen & Brand Equity Study)

✓ IMS Proschool along with parent organization has trained **more than 3 lakhs candidates** for different competitive exams and professional courses

✓ 90 centers across India for Management Training and 7 centers of Proschool for Financial Training

✓ Proschool has also trained over **20000 professionals** from well known organizations like **State Bank of India, Bank of India, UTI, Kotak Group, ICICI Group, Sundaram BNP Paribas, Citibank** etc.

Partnership

Funded by National Skill Development Corporation, a PPP promoted by the Union Ministry of Finance, Govt of India to offer skills based education

Tie-up with National Stock Exchange's NCFM for Certificationtest administration

Approved learning partner of CIMA (UK) for management accounting qualification

Approved prep provider of CFA Institute, USA for CFA Program

Partner with NISM (National Institute of Securities Market - an Initiative of SEBI) to spread Financial Literacy and Awareness across 135,000 schools in the country.

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Corporate Clients

Trained & Certified employees
of following Organizations :

- State Owned Banks
- Foreign Banks
- Security Houses
- Mutual Fund Companies
- Insurance Companies
- IT/ITES

Our other industry oriented program

Certification Programs

- Chartered Financial Analyst
- Financial Modeling
- Certified Financial Planner Certification
- Financial Services Foundation
- Chartered Institute Management Accountant
- Business Analytics

Post Graduate Program (6 Month – 9 months)

- Financial Modeling & Business Analysis
- Business Analytics
- Banking & Financial Planning
- Management Accounting

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Navi Mumbai	9967203387
Gurgaon	9971414355
New Delhi	011- 40516955, 9871878870
Pune	9763416050, 8454988892
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