

# DIGITAL MARKETING TRAINING FOR BUSINESS LEADERS

AS A BUSINESS LEADER, LEARN HOW TO USE DIGITAL  
MARKETING EFFECTIVELY FOR YOUR BUSINESS



**Business and  
Marketing  
Fundamentals**

**Digital Marketing  
Strategy making  
step by step**

**Implement Or  
Manage. Measure.  
Review & Revise.**



**We Conduct Both Online  
& Offline Session**

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**INQUIRE**

We train entrepreneurs, corporates, professionals, and students across the globe. Get in touch with us to inquire about our offerings for you or your business.

# An Honest Course Curriculum

## 6-Weeks Real Life Digital Marketing Modules Designed for Business Leaders

We emphasize less on what we teach but more on how you learn and use it. We understand that you have limited time every day and if not fitted into a structure that is business oriented you will forget.

The course is designed by Aji Issac, who started his career with well-funded product company and headed dozens of digital marketing companies before starting his own digital agency in 2009. He is a thought leader, speaker at the highest levels including House of Lords UK, India UK Business Summit, Like Minds Exeter to name a few. He is also a visiting faculty at some of the finest universities like UPH, XLRI, IIFT, University of Southampton, IIM etc. He spends his 80% of time every day on digital strategy making for large to small businesses. His famous quote, "I can make digital marketing strategy for any business in less than 1 hour, not because I am brilliant, because I use a structural approach to get ideas and strategy flow. You can either be brilliantly gifted or use the structural approach". Talk to him in his first class (get the first for free if you wish to)

All the course material is also improved by our department heads whose daily job in the agency is to keep our expertise ahead in the market. We are also getting it vetted by different industry leaders.

Digital is very powerful provided used correctly. The biggest challenge is the vastness it offers. One can spend the whole year working on various things but get very little result or spend some limited time on few selected areas to get exceptional results. Also it offers few things which other marketing channels may not offer like niche-group branding, research just before sales (some industries have 80%+ market here) etc. Some of it is very critical for any business.

## Digital Success Roadmap | Course Curriculum

### SESSION 01

### Digital Marketing Industry Overview - Is Digital for You? If yes, Are you ready?

- The Digital Ecosystem: Digital Businesses, Digital Branding, Digital Consumer
- Assessing the digital marketing Opportunity and Relevancy for your business
- Understanding the types of digital markets and digital consumer target groups
- Understanding digital consumer behaviour, micro & macro touchpoints



**SESSION  
02****Competitor Analysis and Goal setting for the right digital core.**

- Market research and Industry relevant insights – How your industry is performing in Digital
- Digital Marketing research for your business/niche – Assess the digital market demand.
- Competitor Analysis – Know what your industry peers are doing in digital
- Selecting the right & relevant marketing channels for your business
- Goal setting with the help of Keyword Research, Consumer Research, Demand forecasting
- Planning an effective Digital Strategy
- Allocating the right budgeting for profit-optimised campaigns

**SESSION  
03****Talent Management, Team Building and Performance Analysis in Digital Marketing**

- Team Building - How to build an effective Digital Marketing Team?
- Organizational Talent Management – Competencies required for an efficient Digital Team
- How to collaborate / hire external agencies? Evaluating agency partners based on right parameters.
- Agency management - How to build the synergy between external and internal stakeholders (cross-functional teams)
- Dashboarding and Reviewing Digital Performance – Dimensions and Metrics to focus on
- How to select the right KPIs and set the OKRs for your Digital Performance

**SESSION  
04****Inbound Methodology and Digital Sales**

- Understanding the concept and importance of Inbound Marketing process
- Understanding the consumer journey in digital platforms
- Designing the sales funnel for your prospective TG
- Communication Strategy as per consumer journey
- Shifting from a sales funnel to sales flywheel model

**SESSION  
05****Planning your Digital Assets – Web Design, Blogs & Applications**

- How websites work? The web ecosystem – Domains, Hosting Servers, Domain Emails.
- Design Principles for Websites – Colour Theory, UX/UI Design Basics
- Planning and Managing a Web Design Project
- Developing a Blog based Brand/Company Website from scratch
- Developing a CMS based E-commerce Website
- Optimizing a WordPress Website – Image Optimization, Spam Protection, Plugin Evaluation
- SEO Module for WordPress – How to use Yoast SEO
- Submitting and Monitoring the website in Google Search Console

**SESSION  
06****Search Engine Optimization (SEO)**

- Introduction to SEO
- SEO & Customer Journey Funnel
- How Search Engines Work – Crawling, Indexing & Ranking Strategic Points, Execution Points, Examples
- Keyword analysis – Types of Keywords, KW Discovery in dimensions, Keyword Groups/Categories Selection
- Parts of SEO – Technical, Structural, Content Map, Link Map, Signal Map
- Google Algorithms and Penalties in SEO
- 200 Ranking Parameters in SEO
- Setting up KPIs for SEO projects
- Drafting an SEO Strategy Plan

**SESSION  
07****Search Engine Marketing (PPC)**

- Introduction to paid ads – Ad Platforms
- Introduction to Pay Per Click
- Psychology of Search
- Account Hierarchy
- Search Ads and Keyword Targeting



- Increasing Reach with Display Network
- Reaching Target Audiences
- The Buying Funnel
- The Paid Search Auction
- Setting and Measuring Marketing Goals
- How PPC Fits into the Digital Strategy

## SESSION 08

### Social Media Marketing (SMM)

- Introduction to Social Media – Types, Uses and Channel Effectiveness
- Leveraging Social Media for Business – Brand Persona, Social PR, Brand Communication, Community/Tribe Building, Content Marketing, Social Listening, Customer Support using Social Media, Employer Branding using Social Media, ORM using Social Media
- Setting your goals for social media
- How to choose the right social media channel(s)
- Aligning Social Media Strategy: Setting campaign goals, Brand Communication style, Brand Creatives identity, Content types, Social Media Content calendar and Editorial plan
- Social Media Influencer Marketing Strategy
- Social media sponsored Ads – Channel wise
- Social Media Audit – Setting OKRs
- Social Media Analytics – Studying KPIs

## SESSION 09

### Visual Communication Design for Digital

- Introduction to visual communication design for digital platforms
- Colour Theory and Brand Colour selection
- UX/UI Design Principles
- Managing brand creatives
- Design specifics for social media
- Design specifics for marketing collaterals

**SESSION  
10****Content Marketing & Virality**

- Understanding the Content Marketing Landscape
- Concepts in Content Marketing – POEM, AIDA, ABC/CBA of AD Copies, Advertorial, Editorial, Branded Content, Digital PR, Content Bucket / Themes concept
- Selecting the right content marketing strategy for your brand
- Selecting the right content distribution network
- Story Telling Hacks for content virality
- Types of content as per the consumer journey, sales funnel and product/service/industry type.
- Content Management and Content Calendar design
- Content Performance monitoring and tracking
- SEO driven Content Strategy, Help, Hub & Hero Content Strategy

**SESSION  
11****Email Marketing & Automation**

- Introduction to Email Marketing
- Benefits of Email Marketing
- Developing a Email Marketing Strategy
- Going Mobile for Emails
- Best Practices for Email Marketing
- Designing a perfect email copy
- Drip Email Marketing Campaign
- Triggered Email Marketing Campaign
- A/B Testing Email copies

**SESSION  
12****Web Analytics - Track & Measure**

- Introducing Google Analytics – How it works
- Setting up Google Analytics and connecting it with your website
- The Google Analytics layout – Functionalities and Navigation
- Analytics Reporting: Audience reports, Acquisition reports, User Behaviour reports
- Campaign and Conversion Tracking
- Google Tag Manager Fundamentals - How it works



- How to use Google Tag Manager
- Collecting data using the Data Layer, variables, and events
- Using additional tags for marketing and remarketing
- Analytics measurement using Google Tag Manager

## #Additional Learning Modules

- **Terminologies** a digital marketer must know
- **Tools** a digital marketer must know – What, When and How to use.
- Breakthrough **Digital Campaigns** with key takeaways
- **Case Studies** from winning Digital Projects

## We don't just leave you with the knowledge.

Lets convert it to wisdom, together.



### One to One Mentoring

Mentorship along  
with the training for 8  
weeks



### Google & Hubspot Certification

Get guidance and  
Mock papers for  
certifications



### Product Launch Toolkit

A digital toolkit that  
will propel your  
product launch



### Free Exclusive Worksheets

Worksheets to plan  
your RoI focused  
roadmap



### Digital Asset Audit

Free digital health  
check-up of your  
assets



### Access to DMU Learning Portal

Get free access to  
150+ hrs of content  
for 3 months



# 5 Reasons Why You Should Consider DMU

A World where Digital Marketing Knowledge Converts to Digital Marketing Wisdom.

DMU is born to provide Structured Digital Marketing knowledge gained from practitioners to learners. We envision a world where institutions, businesses, and professionals are supported with the right knowledge and through continuous & structured learning.

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|--|--|--|----|
|  | <b>Experiences Talks About Our Credibility</b><br>Hands-on experience working with companies globally across multiple industries                       |  | 01 |
|  | <b>A Team Of Entrepreneurs &amp; Intrapreneurs</b><br>Trainers are entrepreneurs & thought leaders running successful businesses                       |  | 02 |
|  | <b>Frameworks That Yield Result</b><br>Get Tested structures for goal setting, budgeting, channel prioritization, tool selection etc                   |  | 03 |
|  | <b>Simplified Scaling Up A Digital Marketing Team</b><br>Built a robust team of 750 people adding value to the lives of millions in the digital space. |  | 04 |
|  | <b>Learn On The Go With Flexible Timings</b><br>Highly interactive and live online experiential training with 24*7 support.                            |  | 05 |

## Trusted Associations





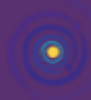
**100+**  
WORKSHOPS

**1400+**  
BUSINESS LEADERS

**5000+**  
STUDENTS GLOBALLY







## What business leaders say?



**Chetan Suttraway**  
Champz Sports Technologies

Budgeting is a complex task in digital. However, the structures demonstrated in the workshop to plan digital marketing spend seem to be really useful.



**Parthiv Neotia**  
Ambuja Neotia Group

The corporate workshop on 'Marketing on Digital Platforms' by DMU for Ambuja Neotia team was full of wonderful insights and great learning experience.



**Raker Djaja**  
PT Tetravaal Elsa Nugraha

The content is very good as it allows you to implement learnings right away to the projects. Concepts on competitor analysis, web visits, budgeting are way better than others.



**Vineet Bansal**  
Edominer Systems Pvt Ltd

The workshop was exciting and worth every minute. It was highly informative and gave useful insights about digital from a marketing perspective.



**Aninditaa Chackraborty**  
Travel Abound

A real eye-opener to the vast ocean of possibilities that exists in the social media domain. A must attend for those who want to capitalize on that.



**Akash Arora**  
SAP

I found the strategies on email marketing quite useful. It is these unique insights which provide the marketing team competitive advantage.

## Learn from the *Doers*



### Aji Issac Mathew **in**

Chief Mentor, [digitalmarketinguniversity.com](http://digitalmarketinguniversity.com)  
CEO & Co-founder, Indus Net TechShu

With 16 years' experience of high-end digital success, Aji is a senior member of WebMasterWorld.com, Moz, and an author at Entrepreneur.com. He is also a visiting faculty to top Indian and International business schools including XLRI, IIFT, UPD.edu, and speaker at LikeMinds, SetSquared, Digital Fest, Realty+, CII, and many more conferences and independent workshops across the UK, Indonesia & India.

Last month, Aji was invited as a keynote speaker in the UK Parliament to address business leaders and also took digital marketing sessions at the prestigious University of Southampton.

As of today, Aji has trained over 3000 start-up founders, professionals & entrepreneurs.

