

iSTRATEGIST

Advance Modules in Digital Marketing

Introduction to Market Place Selling

Marketplaces to Sell Online
Understanding cost and other fundamentals
Multi channel dashboard
Research and Understanding audiences
Elements of Products
Listing process
Revenue Calculation
ROI understanding

Creating Online Marketing Strategy

Strategy Fundamentals
Overarching Strategy
Digital Audit
Digital Resources
Audience & Competitor Research
Success Outcomes
KPIs
Launch Plan
Media Plan
Success Indicators

Mobile Marketing

Introduction to Mobile Marketing
Understanding Mobile Devices
Core Product and Service Offerings
Incentives and Loyalty Program
Mobile Marketing Analytics

E-commerce Business Marketing

Entice visitors to your e-commerce website through:

Search engine optimization
Pay-per-click campaigns
Public relations – news releases, articles and stories
Online advertising

Convert visitors into customers through:

In-site promotions
Product discounts
Customer recommendations
Opt-in email promotions
Website usability

Encourage repeat customers through:

Quality products
Competitive pricing

Building relationships
Increasing per-customer purchases
After-sale marketing and relationship building

Web Analytics

Website Optimization
The Purpose of Website Optimization
Components of Website Design
Website Hosting options
Mobile First Design
Website Copy
UX & UI Principles
Website Metrics
Monitor & Report