



## ONE-DAY WORKSHOP ON 'DIGITAL MARKETING'

### Introduction

In the era of digital revolution, technology has opened new opportunities for marketing. In the present scenario, individualisation, digitalisation, and networking - along with the emergence of an enlightened consumer - has thrown up new challenges as well as created new opportunities for marketing.

What we market may not have changed but how we market definitely has changed. The evolving discipline of digital marketing offers opportunities for innovation, profitability, affordability, measurability and targeting. Digital marketing has not only opened opportunities for organization, but also enormous opportunities have boomed for digital marketers, web designers, web analysts and web developers.

This programme will cover the various aspects of digital marketing and will be an introduction to what can be expected out of digital marketing efforts in an organization. All professionals engaged in promoting their products, services, businesses will benefit significantly from it.

### Programme Coverage

This Program will cover the following dimensions of Digital Marketing

- What is Digital Marketing?
- Is Digital Marketing really required?
- Who can use Digital Marketing?
- What does Digital Marketing consist of?
- Exploring the emerging tools offered by Internet
- Understanding the mindset of online consumer
- Advantages of Digital Marketing
- Where to start Digital Marketing?
- Digital Marketing Architecture - traditional vs digital
- Competitor Intelligence
- Search Engine Optimization
- Market Places
- Advertisements, Social Media
- Visitor behaviour & conversion
- Marketing automation
- Analytics, push notification

## **Methodology**

Highly interactive and participant-centred

## **Participant Profile**

Middle and Senior level executives from marketing and sales function and those involved in corporate communication, and business strategy

## **Investment**

The investment per participant is INR 3,000/-, exclusive of applicable taxes (currently GST 18%); payment to be made in favour of 'GRG Education Services', payable at Coimbatore [GSTIN: 33AAMFS4394M1ZJ]

## **Registration**

Please call 754 008 9111 or write to Dr Vandana Madhavkumar (vandana@grgcas.com) or to the Programme Office (programmes@grgcas.com)

## **Programme Facilitator**



Mr Shyam Velumani is the co-founder of VenPep Solutions, a management consulting company based out of Coimbatore, which focuses on Digital and social media marketing and sales consulting. Shyam has an MBA in Marketing from Hult International Business School and Harvard University. He also holds a Bachelor's degree in Information Technology from Sri Ramakrishna Engineering College, Coimbatore.

He has more than 12 years experience working in USA, Canada, Mexico, Brazil and Asia, where he helped both B2B and B2C enterprises set up sales and marketing strategies for new market entry, product launch, product marketing, solutions marketing, digital marketing and social media marketing from scratch. His experience accounts from working with and/or consulting multi-national corporations including GE, Dell, Adobe, Cisco, Cognizant, IBM, Syntel, Philips, Procter & Gamble, and other Fortune 500 companies in India and in the USA.