

Woxsen  
Executive  
Education



# Practical Digital Marketing Masterclass

From Strategy to Execution:  
Enhance Your Digital Marketing Mastery

[www.woxsen.edu.in](http://www.woxsen.edu.in)

# Program Overview

Customers are using multiple online channels now. They expect the best experience from the brands, Digital Media provides a lot of economical options to become a thought leader in your industry. Businesses need to aggressively acquire new customers to build top line and bottom line. Growth hacking is a must for every company. Finding the right skilled digital marketing resource and consultant is a challenge so why depend upon someone else when you can do it yourself.

This practical digital marketing masterclass is proposed to be 8 hours online class (2 hours every day for a weekday batch or a 4-hour class each on Saturday/Sunday for a weekend batch. This can be a day long instructor led masterclass at the university campus. This digital marketing masterclass will involve live demonstration of Meta / Facebook ads manager, Google Ads, LinkedIn Ads and other hands-on exercises. This program will help you understand the nuances of SEO and understand the online media planning process. This is a great learning avenue for people with low to average knowledge of digital marketing and if they want to quickly master that.



# Training Modules

- History, overview, introduction and current trends in the field of digital marketing.
- Introduction to SEO and practical demonstration on how to do SEO for any web page.
- Overview of PPC and Google Ads tool and the live demonstration: advanced Google search campaigns setup, optimization & leads generation.
- Best practices of social media and content marketing - Facebook / Instagram, LinkedIn & YouTube.
- Live demonstration: Facebook / Instagram advertising campaigns setup, optimization & leads generation.
- B2B social media marketing via LinkedIn Audience Targeting and how to optimize your LinkedIn profile.
- Video production, marketing & optimization and practical demonstration of how to create in-house, high-quality & low-cost videos and how to make them viral.
- How to build digital marketing strategy for your organization - EPAMST framework of digital strategy.

## Who Should Attend

The audience of this program is entry level digital marketing professionals, founders of startups, Entrepreneurs, SME Owners, Younger leaders entering in family business, Sales, Marketing and Business Development professionals and even traditional marketing professionals who want an overview of digital marketing for their career growth.

## Learning Outcomes

Upon the successful completion of the program :

- Participants will have a fair amount of understanding for building digital strategy for their brand using search, video, content and social media marketing
- Participants will be able to improve new customer acquisition via applied knowledge of organic search engine optimization (SEO) & best practices of social media marketing
- Participants will be able to setup and run paid digital media campaigns using Meta Ads, Google ads and LinkedIn ads platform to grow their business
- Participants will be able to create, edit and optimize videos for brand awareness

## Faculty



**Prof. Ajay Chhabra**  
Professor of Practice, School of Business,  
Woxsen University



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#### Corporate Office

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Hyderabad - 500033, India

#### Campus

Kamkole, Sadasivpet, Sangareddy District,  
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