

## *Management Development Program (MDP)*

# **"Monetizing Your Business through Digital Marketing Efforts"**

Digital media is the Buzzword today. Do you have what it takes to make it big? Learn Now!

Big TV spends are out – unless you have lots of money to spend and wonder if it would be productive!

Which is the social media for your brand – Twitter or Facebook or Blog? Find out!

Are you getting ROI on your investments? Check it out!

How to add fizz to your digital marketing and monetize your efforts? Figure out!

**Enroll for 1-day management development programme (MDP) designed for getting you to catch-up with Digital Marketing.**



### **ABOUT THE PROGRAM**

This programme will give an overview of various digital marketing platforms that businesses can use for achieving growth. It will give insights into the art and science of search engine optimization, search engine marketing and social media marketing. It will cover facets of search advertising and search engine optimization. It will enable broad understanding of key social media such as Facebook, LinkedIn and Twitter. The programme will arm marketers with an understanding of web analytics and metrics with which they can measure the performance of their digital marketing campaigns. The programme will help marketers get increased engagement, leads and conversions. The programme will equip marketers with the tools and techniques of digital marketing so that they can integrate digital into their marketing plan. Insights into digital marketing will enable marketers to get enhanced performance from their digital agencies while reducing the cost of their digital campaigns.

**Date: Saturday, 28<sup>th</sup> November 2015**

**Organised by**



**Centre for Management Development**

**PILLAI INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

Dr. K.M. Vasudevan Pillai Campus, Sector 16, New Panvel 410206

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## OBJECTIVES

This program aims at delivering practical insights to the participants in the following areas:

- Understanding Digital Marketing ecosystem and its usefulness for business
- Getting insights into usage of digital marketing tools by popular brands/organizations across diverse industries
- Improving skills of acquiring and engaging the customers using digital marketing
- Understanding revenue generation opportunities through digital marketing
- Learning designing innovative digital marketing campaigns relevant to your business
- How you can adopt digital marketing and improve outcomes

## CONTENTS

- a. Digital marketing universe
- b. Digital marketing strategies by popular brands
- c. Cross industry examples on digital marketing
- d. Acquiring and Engaging users with your business
- e. Revenue opportunities for businesses
- f. Innovative Marketing campaigns
- g. Path ahead for your business

## COURSE SUMMARY

- I. Understanding Digital Universe
  - a. Description of digital marketing
  - b. Changing trends in the industry
  - c. Traditional v/s Neo Marketing efforts
  - d. Death of 4Ps
  - e. Top 10 disruptive changes
- II. Digital Strategy
  - a. How can marketers use digital platforms
  - b. Digital strategy to drive customer loyalty
  - c. Digital efforts to drive transactions
  - d. Use of Video, Text, and Pictures to drive engagement
  - e. Immersive v/s Innovative content
  - f. Cases across different industries
- III. Monetization and Business models
  - a. Business models applicable in the digital universe
  - b. Monetizing and reaping revenues
  - c. Website v/s Mobile Apps: When to engage?
  - d. Digital Metrics : The Holy Grail to Treasure
  - e. Create Digital Commerce
- IV. Conclusion
  - a. Recap of the important points
  - b. Feedback and closure

## **PEDAGOGY**

The course is developed based on needs of SMEs and organizations who wish to leverage benefits of digital marketing for improving customer engagements and generating revenue. The program will be delivered through power point presentation and knowledge sharing discussions and cases.

## **WHO SHOULD ATTEND?**

The program would be very useful for executives from any industry interested in the field of digital marketing, web-analytics and customer acquisition through innovative digital media.

## **PARTICIPATION DETAILS**

### **Program**

This management development program is non-residential. The program timings are from 10.00 a.m. to 05.00 p.m.

### **Fees**

The fees for the program is Rs. 2000/- (two thousand only) per participant. The non-refundable fee includes morning/evening tea/coffee, lunch as well as training material and folder.

### **Certificate**

All participants shall receive certificate of participation issued by Pillai Institute of Management Studies and Research.

### **Venue**

Pillai Institute of Management Studies and Research, Dr. K.M. Vasudevan Pillai Campus, Sector 16, New Panvel 410206

### **Director PIMSR :**

**Dr. G. Vijayaragavan**

### **Program Coordinator:**

**Dr. Mukesh Goyal**

Head – Centre for Management Development

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## **TRAINERS**

### **Mr. Ajay Raghav Iyengar, B.E. M.B.A.**

**Senior Consultant, Deloitte**

Prof Ajay Raghav Iyengar has over 7 years of Digital IT strategy, Business Continuity Planning and Enterprise Architecture experience and has led technology advisory work with clients in TMT industry. He has advised clients on variety of issues, including Customer Experience Management, IT Benchmarking, Enterprise Voice, Video and Data Architectures etc. Ajay has worked with the Consulting majors such as Ernst & Young, Deloitte Consulting and also with the telecommunication industry majors like Siemens and Reliance.



### **Dr. Mukesh Goyal, M.Sc., M.B.A., Ph.D.**

**Associate Professor – Marketing**

Dr. Mukesh Goyal has over 19 years work experience in the areas of Marketing, Sales and Channel Management in India and overseas with leading companies including Ranbaxy, Merck, Wockhardt and Cadila in OTC and Pharma space. In addition, Dr Goyal has over 4 years' experience in conducting MDPs and teaching various marketing subjects to MMS and MBA (Executive) students. Dr. Goyal is credited with presentation of papers in various forums including presentation in IIT.



## About the Institute

Established in 1998, Pillai Institute of Management Studies and Research (PIMSR) provides training to students for Master of Management Studies under the aegis of the prestigious University of Mumbai. PIMSR is accredited by NBA for MMS program. With approval from the All India Council of Technical Education (AICTE), PIMSR also offers MBA equivalent post graduate diploma programs (PGDM) and MBA (Executive) programs. The Directorate of Technical Education, Government of Maharashtra has awarded the institute an 'A' grade.

The institute is a part of the Mahatma Education Society (MES) run by Dr. K. M. Vasudevan Pillai, a renowned academician (Founder and CEO), supported by Dr. Daphne Pillai (Rector), Dr. Priam Pillai (COO) and Mr. Franav Pillai (Dy. CEO), is a large society in education field running 48 institutions in Mumbai and Navi Mumbai in diverse areas including schools, global academies, engineering colleges, sports academies, education colleges and management institutes. PIMSR has been ranked among the top private B-Schools by various business magazines consistently.

The large faculty pool of PIMSR, comprising of very senior professionals and highly recognized academicians, has created an exciting learning environment for the students and participants. Currently PIMSR has several international partners such as St. Mary's School of Economics and Business, University of California Berkeley, Moraga, California, Hebei University of Economics and Business, Shinzhanjing, China and Kaplan, Singapore. To know more about PIMSR, please visit [www.pimsr.ac.in](http://www.pimsr.ac.in)

