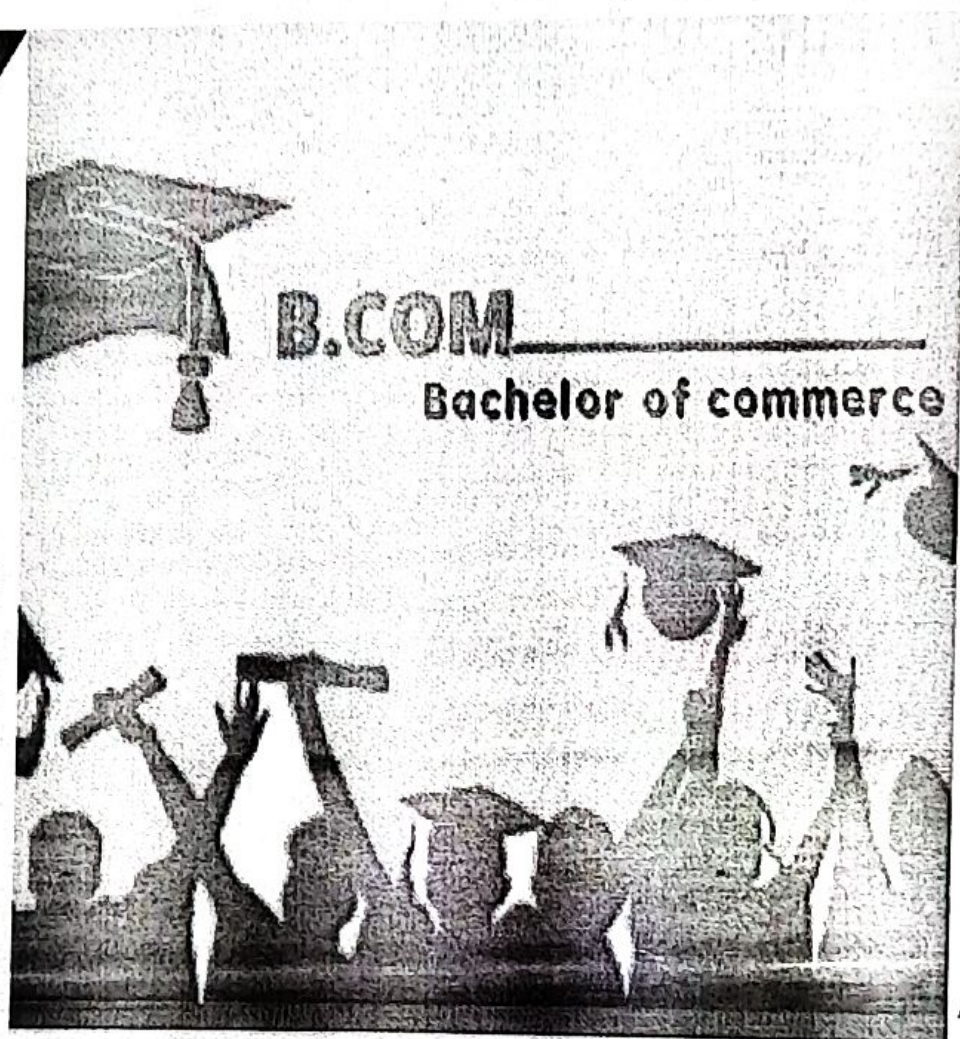


BCHD 602

B. Com. (Hons.)-D



Digital Marketing

RAMIA HAMDARI



SEMESTER - VI

BCHD 602 MM – Digital Marketing

Unit 1 – Marketing in the digital world

The digital environment – digital customers – marketing goes digital – creating a digital marketing strategy

Unit 2 – search engine optimization, website development & e-commerce

Introduction – how search engines work – keyword selection – onsite optimization – off site optimization – strategic search engine optimization – third party search engine ranking- website development – web presence ownership, management & development – usability – the basics – content development – B2B website – global web presence – e-commerce – multichannel retailing – fulfilment – shopping engines vs e-marketplaces vs third party shopping websites – e-commerce website

Unit 3 – Content creation, connecting with influencers, online advertising

Creating content plan – reviewing content types – understanding customer's intent – story telling- defining content framework using processes and systems – targeting content for B2B audience – communicating with influencers – collaborating to win – engaging influencers using 3 Cs – succeeding with influencer marketing – getting creative – working with an agency – online advertising – introduction – programmatic advertising – objectives and management – online ad formats – search advertising- network advertising – landing pages

Unit 4 – email marketing, marketing on social media

Email marketing – introduction – email as a medium of direct marketing – email as a medium for marketing messages- email newsletters – marketing on social media – introduction – blogging – consumer reviews and ratings – social networking – social sharing – social media service and support – strategic marketing on social media – measure and monitor

Unit 5 – Metrics and analytics

Introduction – how analytics are presented and used – looking back at business model – reassessing strategy – reviewing ongoing improvement for B2B marketing – achieving maximum ROI