

Digital Marketing for beginners



FEATURES

- FACE2FACE
- ONLINE

Why you should learn digital marketing?

Digital marketing has seen immense growth due to the access to internet being higher. In the next five (5) years you will see internet penetration globally reach 59.5%. A 4.66 billion market is right now out there, connected on mobile, laptops and desktops - trying to reach out and learn about your products.

Digital marketing currently is a cheaper platform which allows you to access and also reach a larger base of the market. Gradually however, this platform also will become similar to traditional media, where advertising costs could sky rocket.

Digital media - has provided advertisers sufficient platform to gain growth and also gain an understanding with accurate stats. The different tools that are there facilitate this process.

About the AIB workshop

In this session you will learn about digital marketing, while statistics are widely accessible and relevant information is already there in the World Wide Web (www); the key to understand and implement digital media marketing for your organisation, is harboured on your ability to use a set of tools that will help you understand and implement the programme.

Learning outcome

- Understands the principles of digital marketing
- Be able to use 10 different tools that will facilitate the learner to apply digital marketing
- To give the confidence of using digital platforms and to know fundamental jargons in Digital marketing

Session plan: Indicative content

The **7 hour session** will involve a comprehensive 1to1 attention



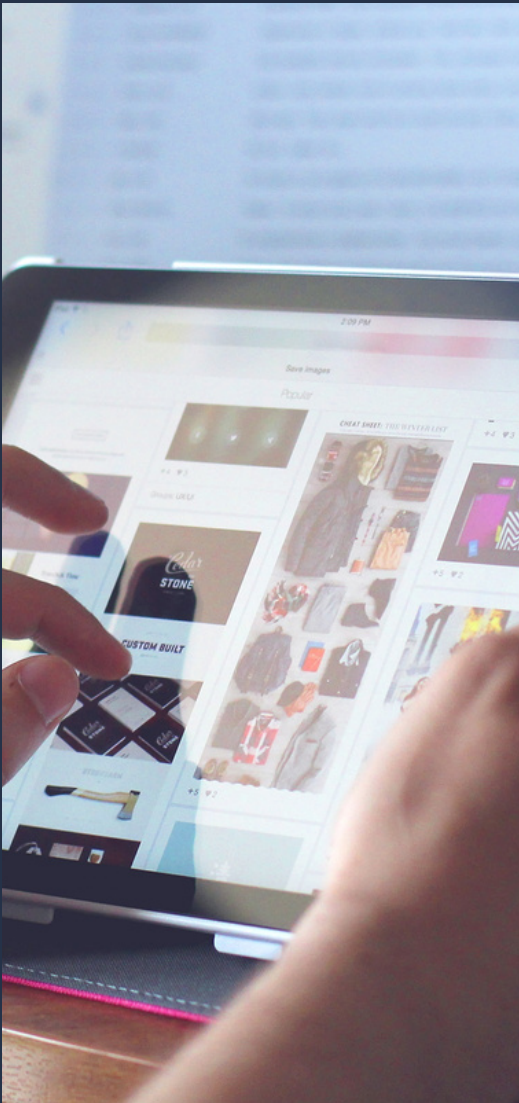
In carrying out the programme, the following tools and application will be carried out.

1. Introduction to Digital marketing - Understanding the concept of digital market, how big is digital media in the world, Sri Lanka
2. Digital marketing tools - Learners will use their laptops trying to apply the tools by themselves. A pack of 10 tools will be provided.
3. Digital marketing plans -Development of a digital marketing plan
4. Measuring success - Setting up KPIs. Enabling successful attention to a digital plan that does provide for key insights.

HubSpot



Essentials for the session



In order to fulfill the requirements of the session it is important that participants do take note of the following.

1. Arrive early - Ensure that you do arrive early for the session. Facilitating your growth.
2. Laptop mandatory- please bring your laptop. If you are not having one at your hand, do let us know prior.
3. Be keen- it is important that the session is useful for both you and your peers. Ask questions
4. Feel free to clarify - if you do not understand feel free to clarify.
5. Have an open mind - Be ready to clarify and allow others to learn as well.

Fees

Our investment

LKR 4,500/- per learner

The session covers

- Refreshments
- Course material
- Digital access to recorded session for 1 year
- Assessment
- Certificate for workshop completion, upon successful completion of workshop activity

Reach out to us on:

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