



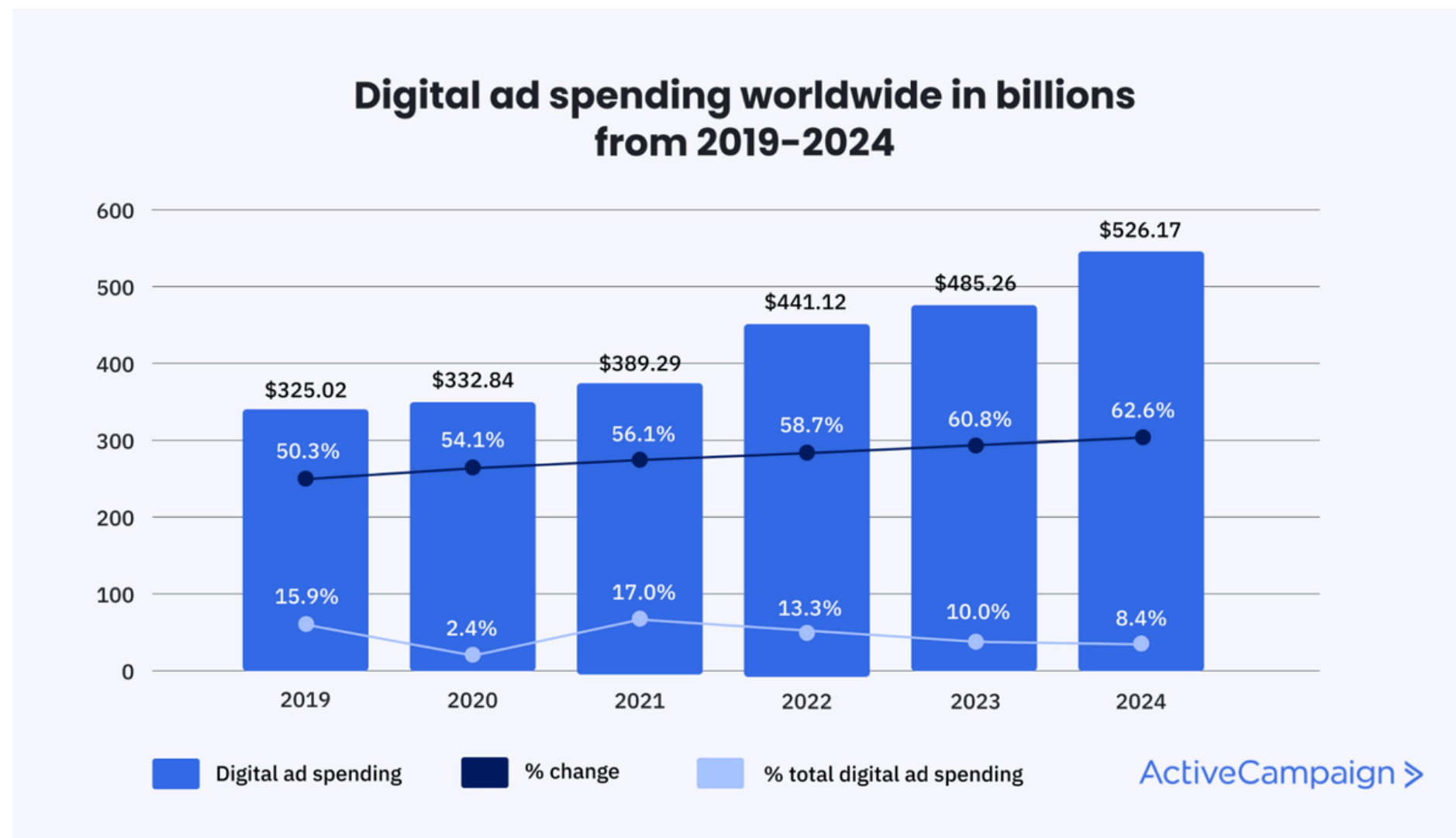
DIGITAL MARKETING WORKSHOP

Learn • Grow • Create

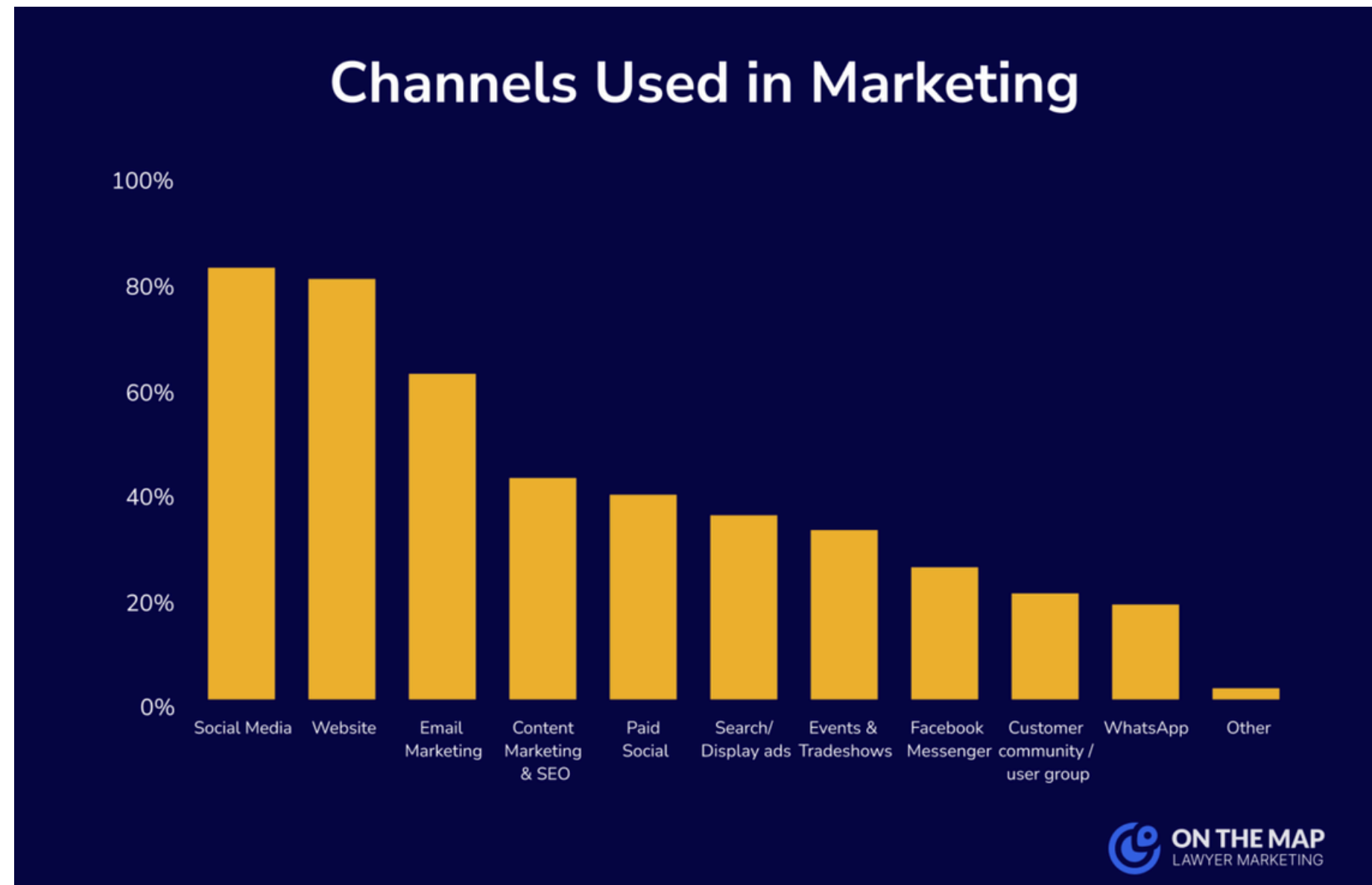
Topics:

1. Know the difference Marketing, Advertising, Branding
2. Introduction to Digital Marketing
3. Developing a Digital Marketing Strategy
4. Search Engine Optimization (SEO) Basics
5. Social Media Marketing
6. Understanding AI
7. Interactive Q&A and Doubt Session

Why you should Learn Digital Marketing

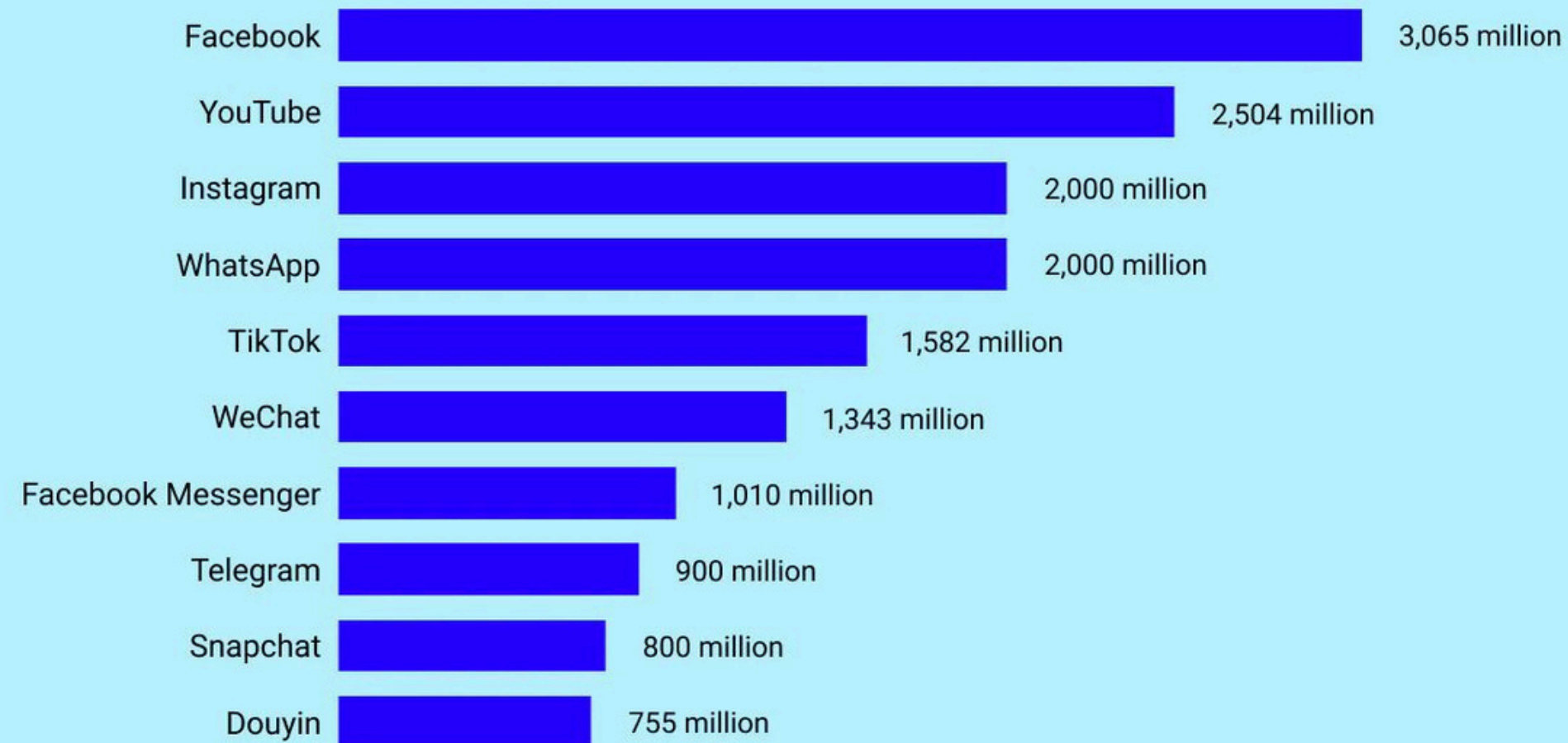


Why you should Learn Digital Marketing



Why you should Learn Digital Marketing

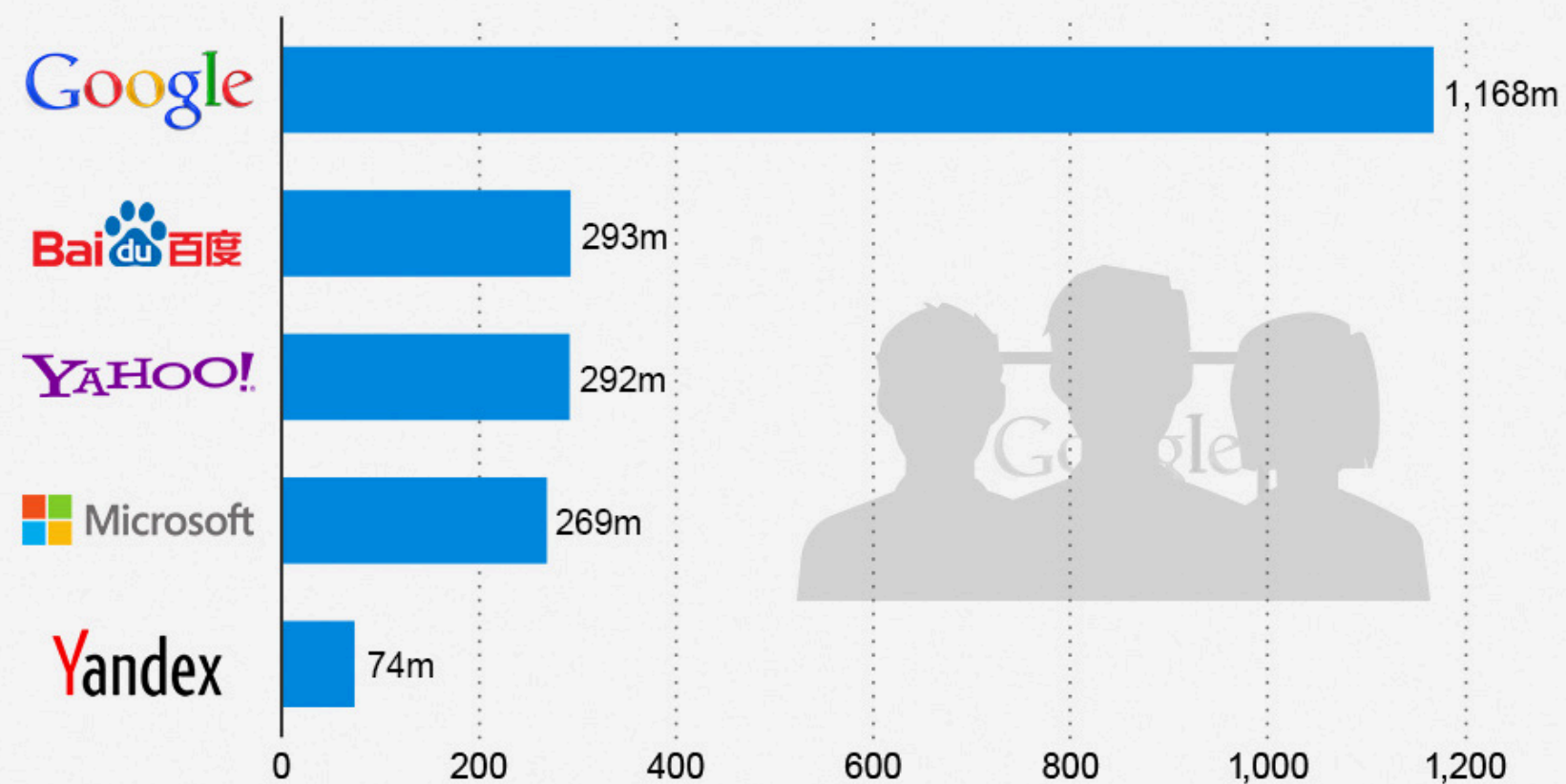
Most Popular Social Media Platforms in 2024



Why you should Learn Digital Marketing

1.17 Billion People Use Google Search

Unique searchers worldwide in December 2012 (in millions)

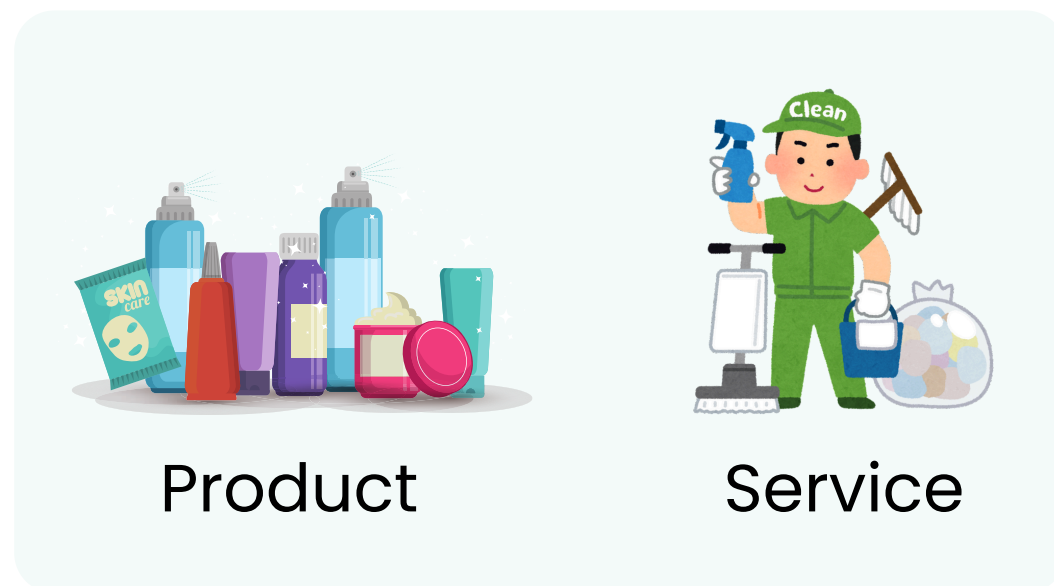


What is Marketing

Marketing is the process of promoting and selling products or services by understanding customer needs, creating value, and building strong customer relationships using tools like social media, SEO, and advertising.

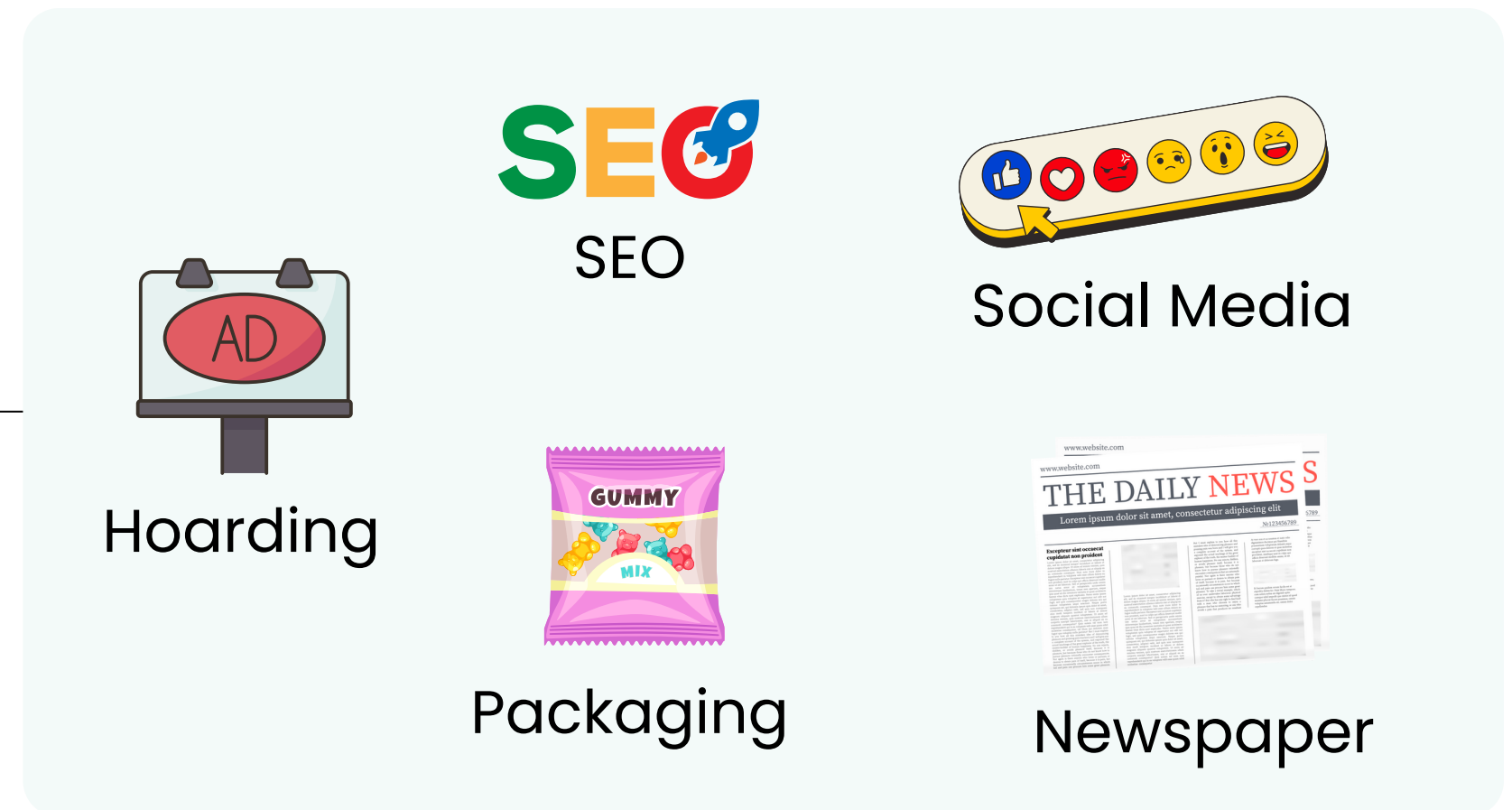
Using Tools & Practices

To Promote



We perform various activities

By understanding audience



What is Advertising

A component of marketing. It's a paid form of communication meant to inform or influence potential customers.

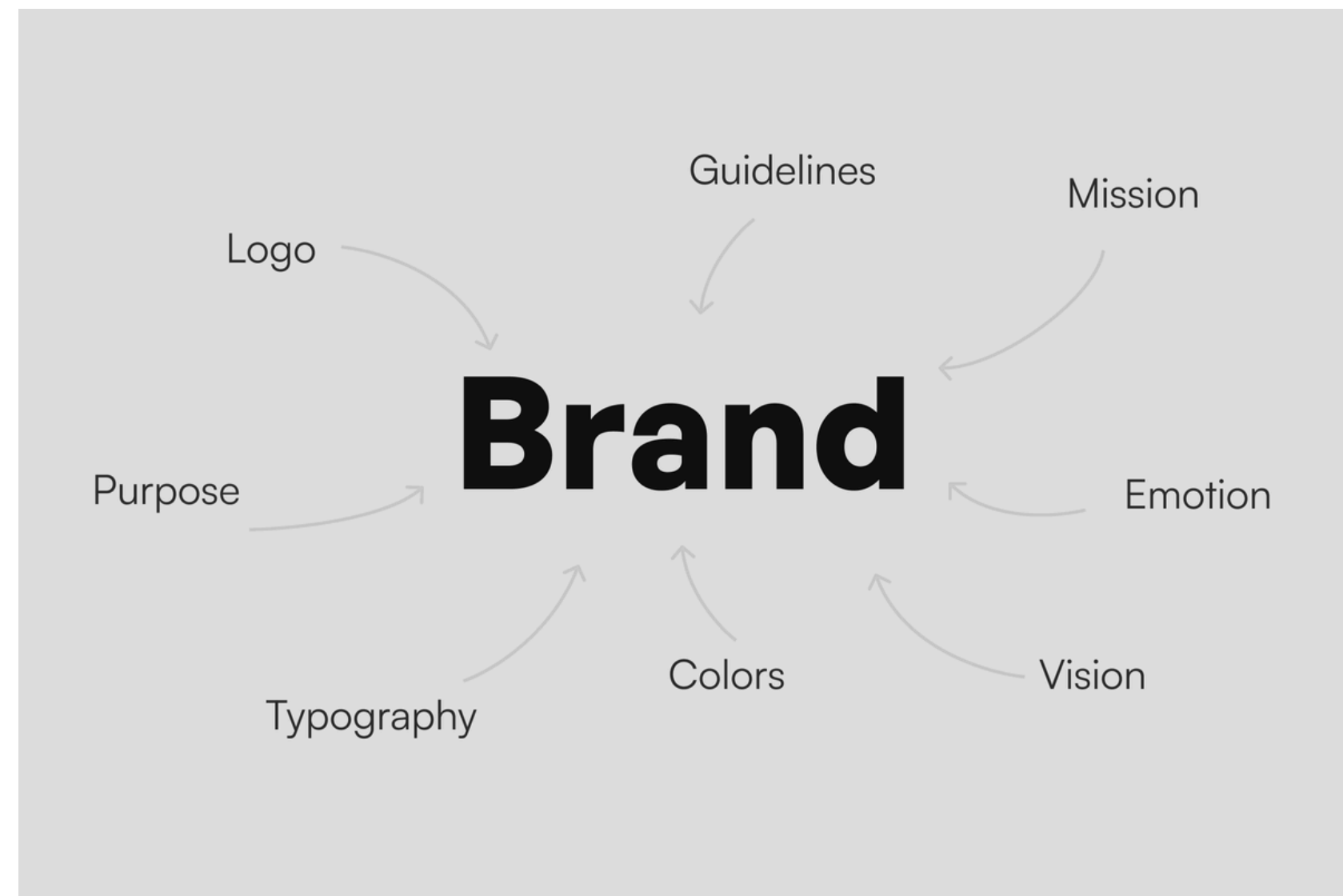
Example: Facebook ads, YouTube commercials, newspaper ad, hoarding, TV Ad



What is Branding

Branding is the process of creating a distinct identity for a business in the minds of your target audience

Example: Apple's sleek, modern branding makes it instantly recognizable.



**What color comes to your mind
when you see the brand?**

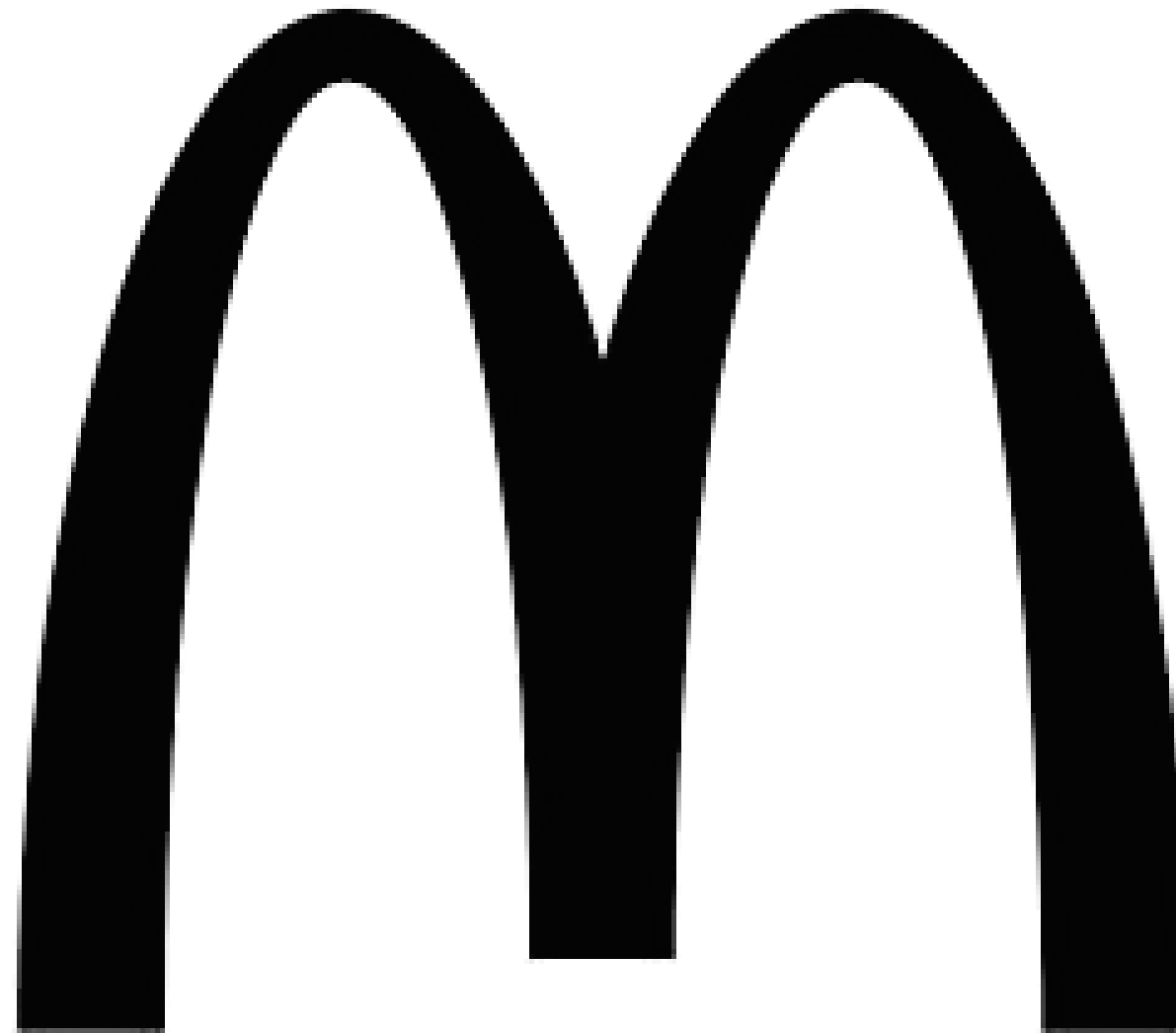


What color comes to your mind when you see the brand?

Ans:



What color comes to your mind when you see the brand?

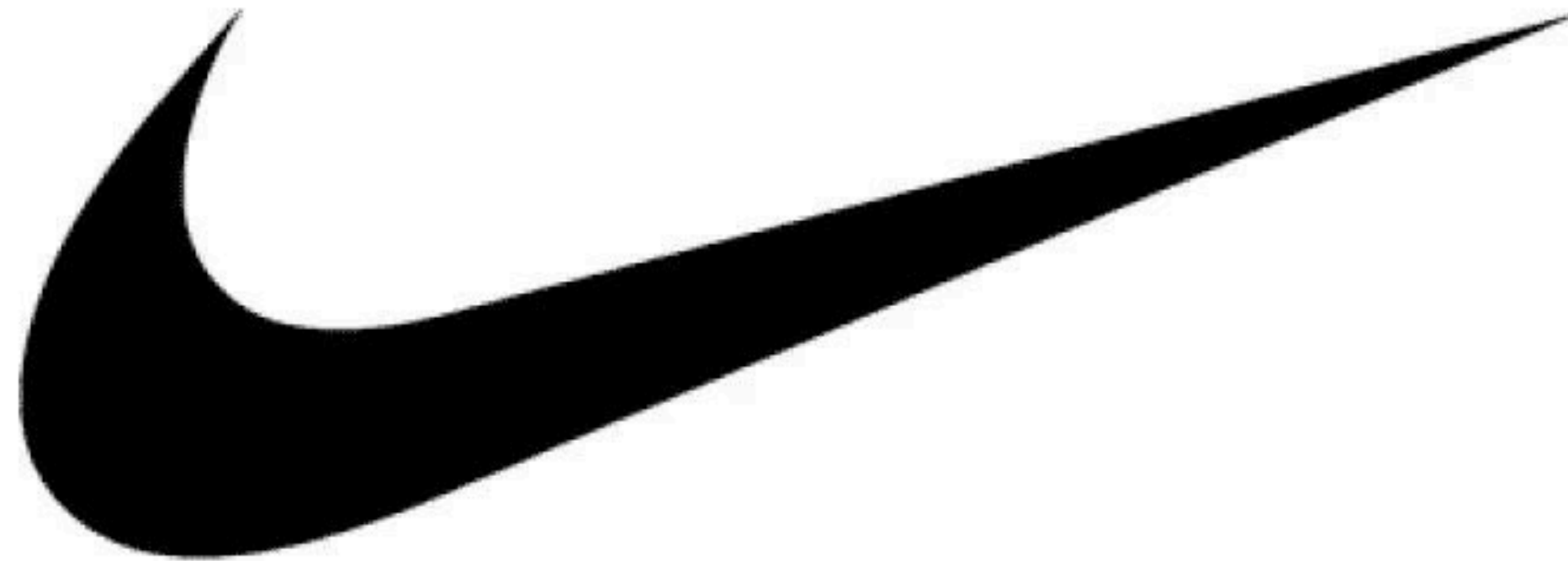


What color comes to your mind when you see the brand?

Ans:



What product comes to your mind when you see this symbol?



What product comes to your mind when you see this symbol?

Ans:



Know the difference

I'm your Mr. Right



Marketing

I'm your Mr. Right
I'm your Mr. Right
I'm your Mr. Right



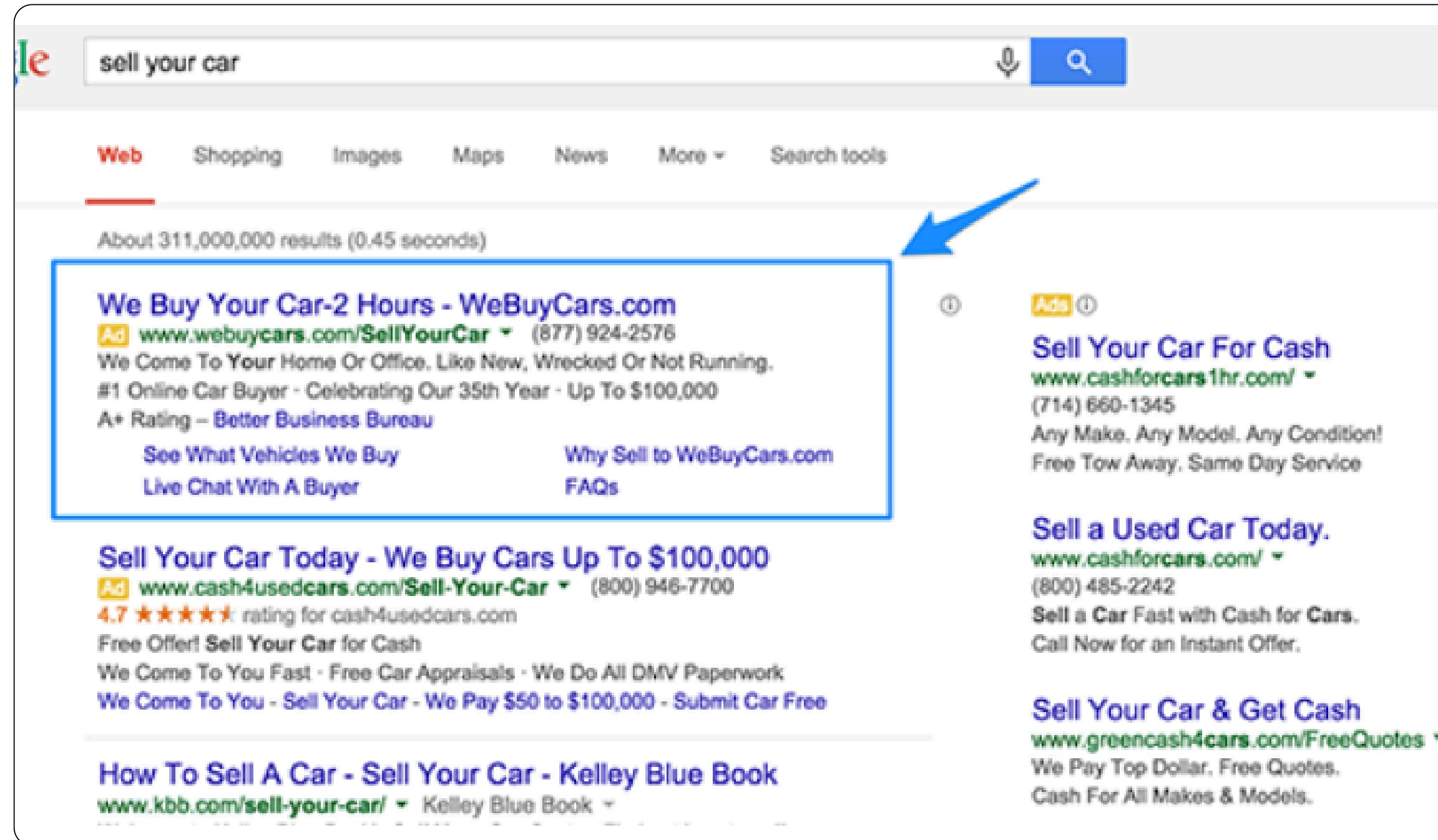
Advertising

You're my Mr Right



Branding

Have you seen these?



le sell your car

Web Shopping Images Maps News More ▾ Search tools

About 311,000,000 results (0.45 seconds)

We Buy Your Car-2 Hours - WeBuyCars.com
Ad www.webuycars.com/SellYourCar (877) 924-2576
We Come To Your Home Or Office. Like New, Wrecked Or Not Running.
#1 Online Car Buyer - Celebrating Our 35th Year - Up To \$100,000
A+ Rating - Better Business Bureau
[See What Vehicles We Buy](#) [Why Sell to WeBuyCars.com](#)
[Live Chat With A Buyer](#) [FAQs](#)

Sell Your Car For Cash
Ad www.cashforcars1hr.com/ (714) 660-1345
Any Make. Any Model. Any Condition!
Free Tow Away. Same Day Service

Sell a Used Car Today.
www.cashforcars.com/ (800) 485-2242
Sell a Car Fast with Cash for Cars.
Call Now for an Instant Offer.

Sell Your Car & Get Cash
www.greencash4cars.com/FreeQuotes **Ad**
We Pay Top Dollar. Free Quotes.
Cash For All Makes & Models.

Sell Your Car Today - We Buy Cars Up To \$100,000
Ad www.cash4usedcars.com/Sell-Your-Car (800) 946-7700
4.7 ★★★★★ rating for cash4usedcars.com
Free Offer! Sell Your Car for Cash
We Come To You Fast - Free Car Appraisals - We Do All DMV Paperwork
We Come To You - Sell Your Car - We Pay \$50 to \$100,000 - Submit Car Free

How To Sell A Car - Sell Your Car - Kelley Blue Book
www.kbb.com/sell-your-car/ Kelley Blue Book

Have you seen these?

The screenshot shows the top navigation bar of The Weather Channel website with the following elements:


- Header:** The Weather Channel logo, "An IBM Business", a search bar for "City or Zip Code", and location settings for "US" and "F".
- Location:** "62° Summerville, SC" with a notification icon.
- Forecast Tabs:** Today, Hourly, 10 Day, Weekend, Monthly, Radar, Covid-19, and More Forecasts.
- Postclick Advertisement:** A dark banner with a woman's profile, the text "We turn your ad clicks into more conversions.", a "See how" button, and the Postclick logo.
- Severe Storms Article:** A weather map showing "Severe Storms" with a "JET STREAM" label. Below the map is the headline "Why Easter Weekend Forecast Has Us Worried" and the sub-headline "A potentially dangerous severe outbreak is possible". A "SEE MORE" link is provided.
- White Easter Article:** A small map of the US with the headline "Here's Who Will See a White Easter".
- Stimulus Payments Article:** A small map of the US with the headline "Stimulus Payments Set to Go Out".
- Emgality Advertisement:** A vertical ad for Emgality featuring a woman and child. The headline reads "Even if you have just one migraine headache day a week, ask your doctor if Emgality is right for you." with a "Discover Emgality" button. Below the ad is a "PURPOSE and SAFETY SUMMARY" section with text about the medication's use and warnings.
- Species Article:** A small image of a sea turtle with the headline "Species Could Be Wiped Out This Decade".

Have you seen these?

Sendinblue
Sponsored · 🌐

👉 Discover the new Sendinblue guide and integrate email as a key element of your marketing.

sendinblue
Boost your Email Marketing deliverability
Free eBook



FORM ON FACEBOOK
Sendinblue free eBook

Download

Climate Group @ClimateGroup
Our new report, Getting Real, released today with @OliverWyman, shows how to make a commercially smart climate transition.

Leaders need to create the conditions to experiment and innovate within their business, in addition to placing bets on tech. #ClimateWeekNYC

Download now.



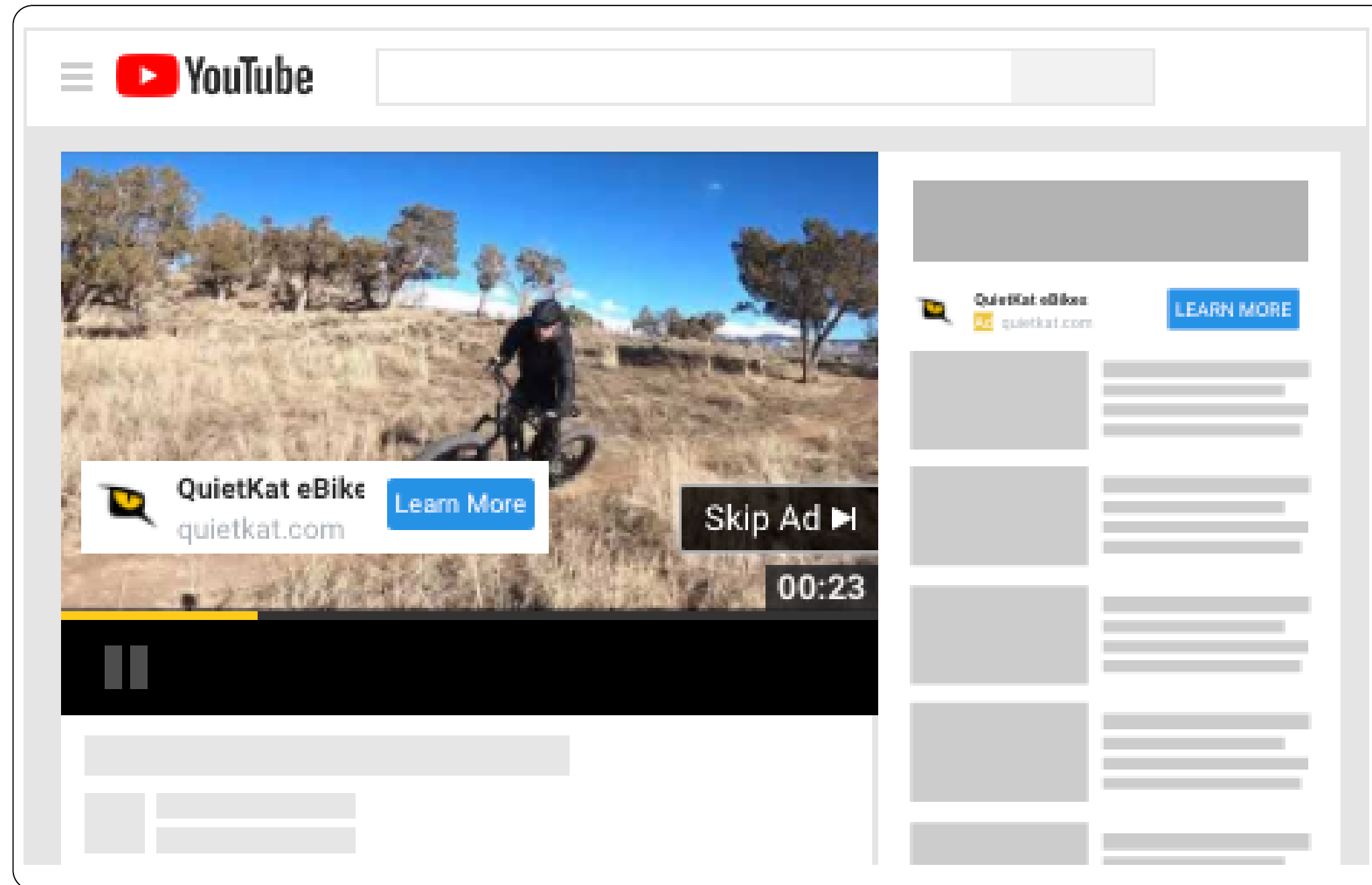
Getting Real:
Innovate the business - not just the technology
Learn more here

Getting Real: A blueprint for a commercially smart climate transition
theclimategroup.org

9 103 2.1K

Promoted

Have you seen these?






What is Digital Marketing?

Promoting products or services using the internet and digital platforms like social media, search engines, and email.

Examples of Digital Channels:

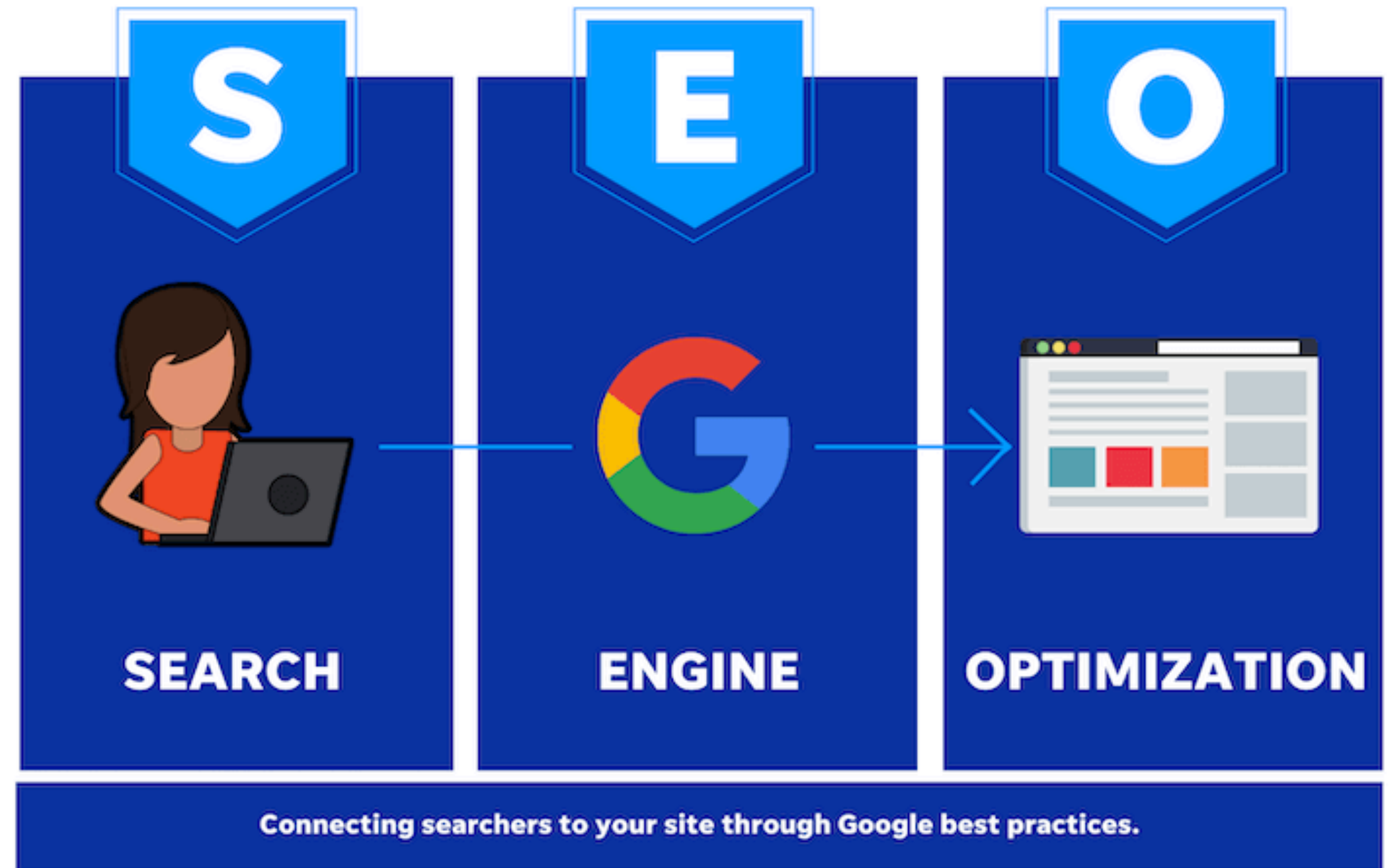
- Search Engines (SEO) – Google, Bing.
- Social Media Marketing – Instagram, Facebook.
- Email Marketing – Sending targeted emails.

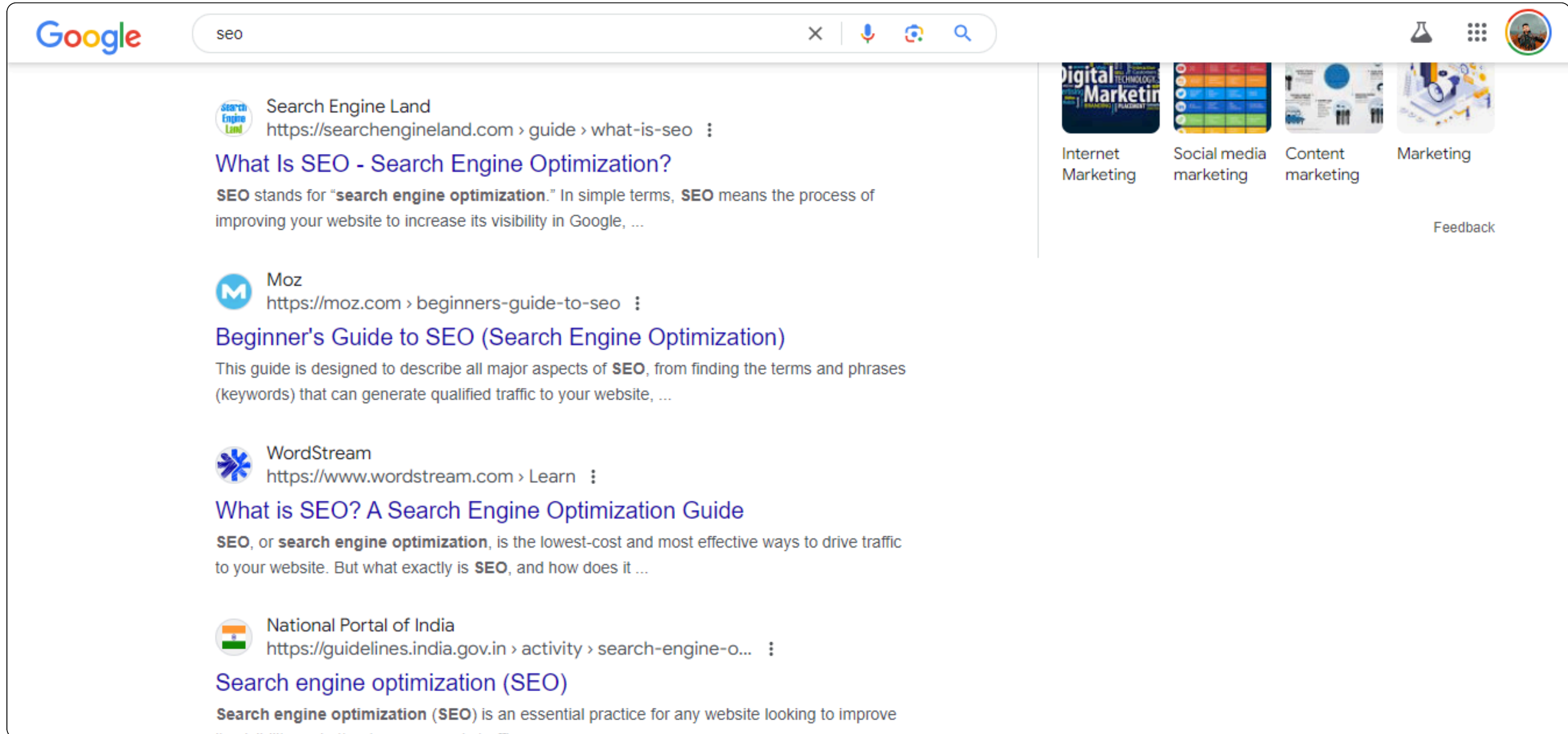
Developing a Digital Marketing Strategy

| | | | |
|----------|-------------------|---|---|
| S | Specific | Make your goal specific and narrow for more effective planning |  |
| M | Measurable | Make sure your goal and progress are measurable |  |
| A | Achievable | Make sure you can reasonably accomplish your goal within a certain time frame |  |
| R | Relevant | Your goal should align with your values and long-term objectives |  |
| T | Time-based | Set a realistic but ambitious end date to clarify task prioritization and increase motivation |  |

What is SEO?

It's the practice of optimizing your website so that it appears higher in search engine results (Google, Bing).





Google search for "seo".

Search Engine Land
https://searchengineland.com › guide › what-is-seo

What Is SEO - Search Engine Optimization?

SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to increase its visibility in Google, ...

Moz
https://moz.com › beginners-guide-to-seo

Beginner's Guide to SEO (Search Engine Optimization)

This guide is designed to describe all major aspects of SEO, from finding the terms and phrases (keywords) that can generate qualified traffic to your website, ...

WordStream
https://www.wordstream.com › Learn

What is SEO? A Search Engine Optimization Guide

SEO, or search engine optimization, is the lowest-cost and most effective ways to drive traffic to your website. But what exactly is SEO, and how does it ...

National Portal of India
https://guidelines.india.gov.in › activity › search-engine-o...

Search engine optimization (SEO)

Search engine optimization (SEO) is an essential practice for any website looking to improve its visibility and attract more organic traffic.

Right-hand sidebar:

- Internet Marketing
- Social media marketing
- Content marketing
- Marketing
- Feedback

KEY BENEFITS OF SEO

VISIBILITY AND BRAND
AWARENESS

RANK HIGHER ON **SERPS**

COST-EFFECTIVE
MARKETING

SUSTAINABLE, HIGH **ROI**

ENHANCED USER
EXPERIENCE

BETTER SPEED & **CONTENT**

COMPETITIVE **EDGE**

OUTRANK **COMPETITORS**

LONG-LASTING **RESULTS**

VALUE OVER **TIME**

Social Media Marketing

Using social media platforms like Instagram, Facebook, and Twitter to promote your brand or product.

Key Elements:

- Create engaging content.
- Interact with followers.
- Use hashtags strategically.

Examples: Memes, short videos (Reels/TikToks), user-generated content.



12 Benefits of Social Media Marketing

1 More traffic

2 Global Reach & Visibility

3 Brand Awareness

4 Virality

5 Content Marketing

6 Customer Service

7 Sales, Leads, Conversions

8 Advertising & Retargeting

9 Beat Competition

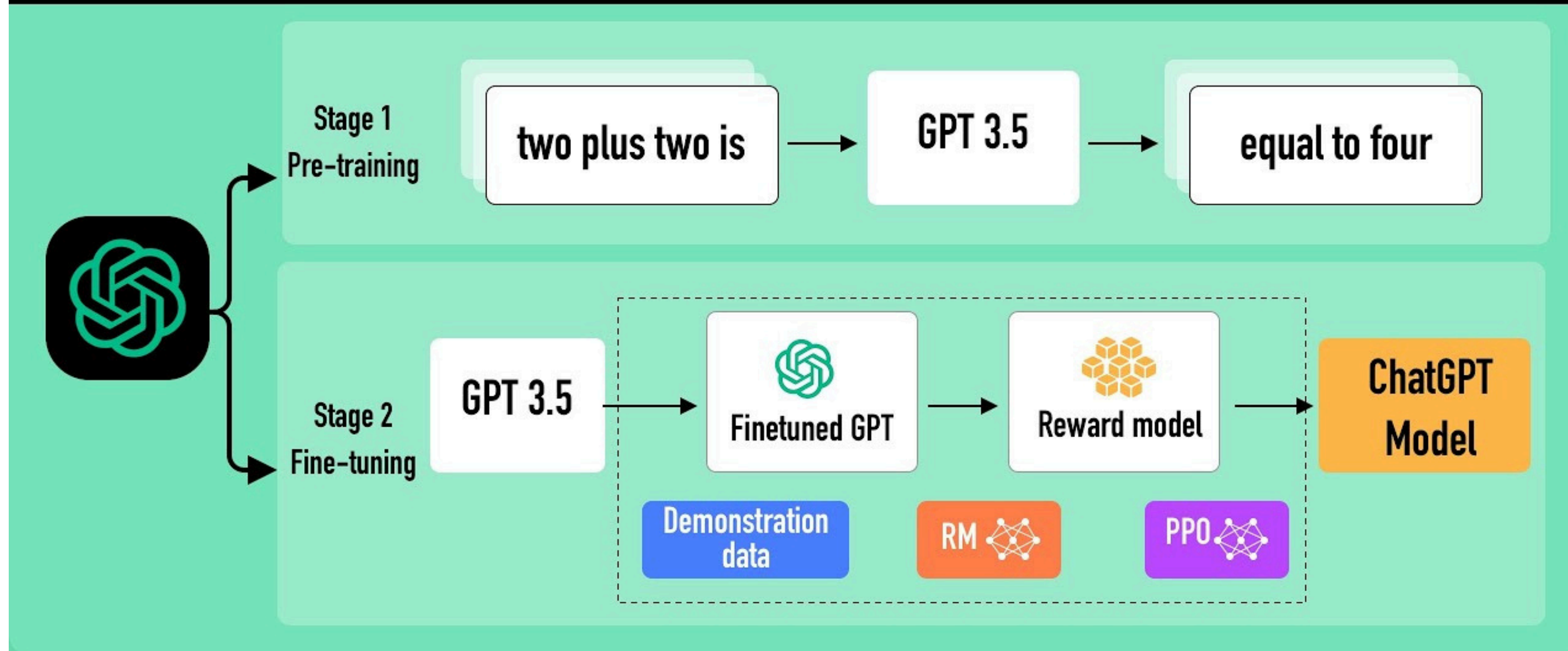
10 Cost

11 Variety of Strategies

12 Analytics

Understanding AI in Digital Marketing

How ChatGPT Works Technically

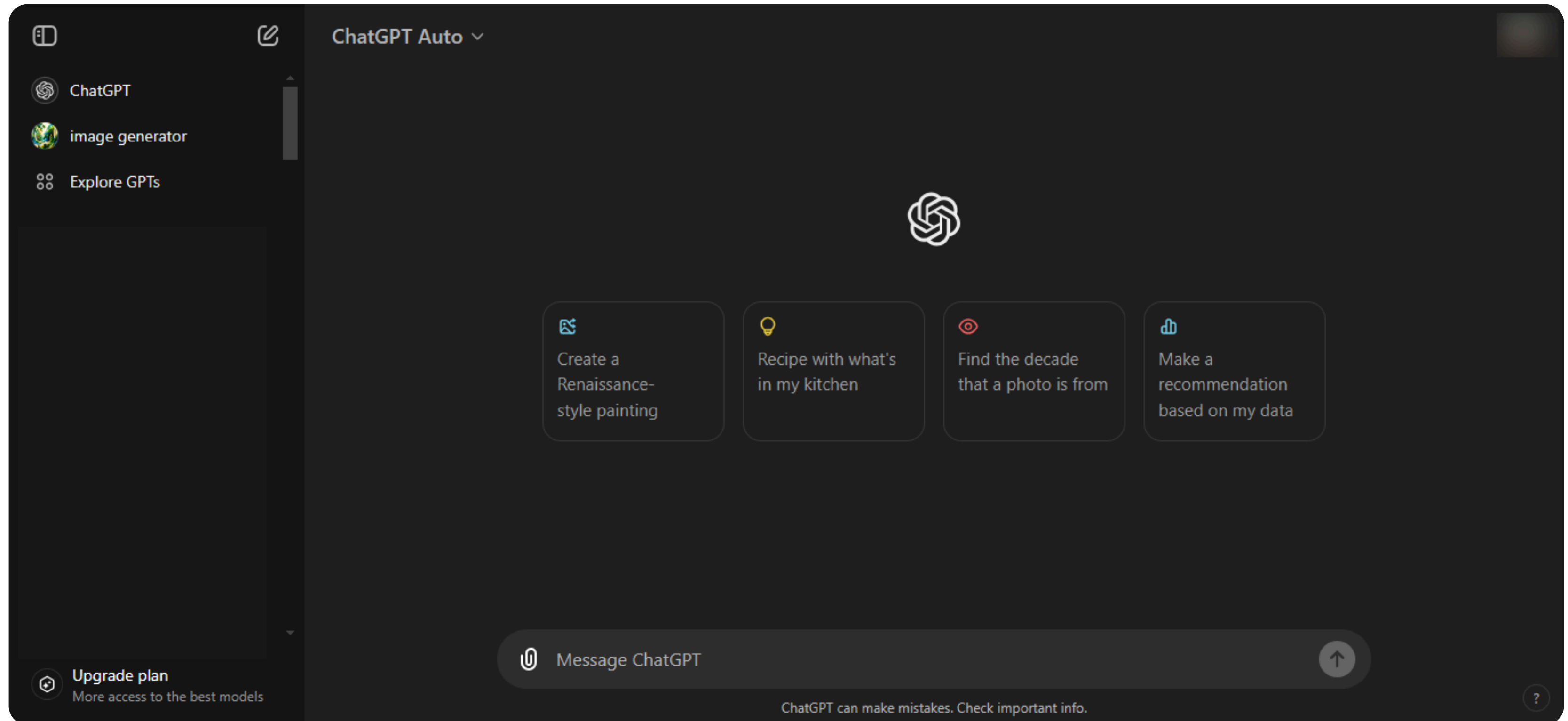


How is AI used in marketing?

Personalization: AI can recommend products based on browsing history (e.g., Netflix suggestions).

Chatbots: Instant responses to customer queries (e.g., live chat on websites).

Predictive Analytics: AI helps marketers predict trends based on past data.



ChatGPT Prompts

1) List [number] ideas for blog posts about [topic].

ChatGPT Prompts

**2) What are the top trends in
[your industry] for 2024?**

ChatGPT Prompts

3) You're an expert _____ (role). Create a _____ (what you're creating) for your audience of (describe audience).

Digital Marketing Job Opportunities

- Content Writer
- Digital Marketer
- Website Designer
- Growth Hacker
- SEO Specialist
- Social Media Manager
- Email Marketing Specialist
- PPC (Pay-Per-Click) Specialist
- Affiliate Marketing Manager
- Influencer Marketing Manager
- Copywriter
- Graphic Designer
- Marketing Automation Specialist
- UX/UI Designer
- Conversion Rate Optimization (CRO) Specialist
- Video Marketing Specialist
- E-commerce Manager
- Online Community Manager
- Mobile Marketing Specialist
- Digital PR Specialist
- Product Marketing Manager
- Market Research Analyst
- Web Developer

Courses we offer

Foundation Course

- Basics of DM
- Duration: 3 Months
- Price: 32,000 (Students 10% Discount)

INR 28,800 (After Dis)

Advanced Course

- Hands on experience
- Duration: 6 Months
- Price: 56,000 (Students 10% Discount)

INR 50,400 (After Dis)

Why Futurists Academy

- Interactive LMS
- One on One Interaction
- Practical Learning
- Experienced Trainers
- 24/7 Access and Support
- 100% Job Assistance

What to do next?

If you are interested in learning Digital Marketing

Learn from the BEST



You can visit our site:

www.futuristsacademy.com



10% OFF For Students + Easy EMI Options Available


 [Home](#) [About Us](#) [Courses](#) [Blogs](#) [Contact Us](#) [STUDENT LOGIN](#)

Advanced Digital Marketing Course in Guwahati

Carve your Future with the best Digital Marketing courses in Northeast and explore the endless possibilities. Join Today!

[Book Demo Class](#) [Download Brochure](#)

 Most Promising Digital Marketing Academy in Northeast

[Contact us](#) 

Thank You

Contact No.: 7002912564 | 7002963995

Website: f futuristsacademy.com

Office Address:

House No: 44, 1st floor, 1A, Opp. Aayakar Bhawan, Fatick Chandra Road, Uzan bazar, Guwahati - 781001