

CVDMM 104

Skill Component (Workshop)

Sample Topics are given below-

- ✓ Website Planning and data presentation.
- ✓ Social Media Marketing (SMM).
- ✓ Paid Facebook, Instagram, And Youtube Advertising.
- ✓ Pay-Per-Click (PPC) Advertising.
- ✓ Affiliate Marketing, Programmatic Advertising.
- ✓ Email Marketing, and Influencer Advertising.
- ✓ Blogging, and Content Marketing.
- ✓ Marketing Automation, and Social Media Management.
- ✓ Social media strategy & planning.
- ✓ info graphics, and Image editing tools.
- ✓ Podcasting.
- ✓ Online Customer Service- tools and activities.
- ✓ Short Videos.
- ✓ Online Reputation Management.
- ✓ Google Analytics.
- ✓ Facebook marketing tools and activities.
- ✓ Twitter marketing tools and activities.
- ✓ LinkedIn marketing tools and activities.
- ✓ Google Adwords- tools and activities.
- ✓ Emerging trends and techniques in Digital Media.
- ✓ Web searching techniques.
- ✓ Finding authentic reports on Internet and data presentation.
- ✓ Freelancing.
- ✓ Feedback and Survey tools.
- ✓ Data analysis and report preparation.
- ✓ Technology based entrepreneurship.
- ✓ Diagnosis of the present website and business.
- ✓ Categorization of digital marketing for the business.
- ✓ Adapting digital change.
- ✓ Digital influence in consumer's life.
- ✓ Understanding and analysis of impact of product/service reviews.
- ✓ Mobile and Social Media Applications used for digital marketing.
- ✓ Managing customer's data and service delivery.
- ✓ Introduction to cloud technology.
- ✓ Rules and Guidelines for Indian Government Websites (GIGW) Compliance.
- ✓ Video Channel Management (YouTube).
- ✓ Role of Database for digital marketing planning.
- ✓ Voice and Video Marketing- Tools and activities.
- ✓ Content Management System.
- ✓ Search Engine Optimization, Keyword Research tools.
- ✓ Employability prospects in Digital Publicity World.
- ✓ Challenges and opportunities in Digital Publicity World.
- ✓ E-repositories and useful e-resources.
- ✓ Future prospects of digital Marketing, Digital Marketing automation and new age skills.
- ✓ Feedback and reviews- Analysis & report preparation.