

CONTENT AND SCHEDULE OF THE EXECUTIVE DEVELOPMENT PROGRAM

JOINTLY HOSTED
BY
BHAVAN'S INSTITUTE OF MANAGEMENT SCIENCE, KOLKATA
AND
SEVEN BOATS INFOSYSTEMS LTD.

DAY 1-12TH MAY 2018 SATURDAY

Duration: 6 hours with 30 minute break (10.30 AM- 4.30 PM)

No. Of Trainers: 2 (Two)

1. Activation: Grabbing the attention

Tactics for reaching the maximum people

Duration: 2 Hours

- ❖ Website Audit / Competitive Research & Analysis.
- ❖ Defining Digital Marketing Mix
- ❖ Website / Landing Page Revamp / Design
- ❖ Brand materials / Graphics creation
- ❖ Content creation / Planning
- ❖ Creating online presence in various digital platforms
- ❖ Defining Target Audience & Awareness ads
- ❖ Marketing communication design for social media

2. Acquisition: Getting the traffic

Techniques for engaging your target audience.

Duration: 4 Hours

- ❖ Search Engine Optimization (SEO)
- ❖ Local SEO / Google Map optimization
- ❖ Social Media Marketing
- ❖ Content Marketing
- ❖ Google Ads (Search, Display, Video, Shopping, Mobile, Remarketing)
- ❖ Facebook Ads (Page like, Boost Post, Website click, Lead Generation)
- ❖ Lead magnet / Lead funnel design
- ❖ Email / SMS marketing**
- ❖ Paid PR / Influencer Marketing**

DAY 2 -13TH MAY 2018 SUNDAY

3. Conversion: Making the transaction

Tricks to turn your potential leads into paying customers.

Duration: 1.5 Hours

- ❖ Reviews
- ❖ Online reputation management
- ❖ Query/Response management
- ❖ Insights from analytics & Search console
- ❖ Conversion rate optimization
- ❖ G-Suite/Productivity apps / CRM suggestions

4. Retention: Keeping the business

Methods to engage your customers and keep them coming back.

Duration: 1.5 Hours

- ❖ Remarketing
- ❖ Email / SMS Marketing
- ❖ Content writing
- ❖ Time to time Contest/offers/promo
- ❖ Strategic consultation
- ❖ App store optimization

5. Optimization: Improving the experience

Tools to measure the results and improve the performance

Duration: 3 Hours

- ❖ Google analytics & Data Driven suggestions
- ❖ Facebook insights & recommendations
- ❖ Time to time keywords & Search optimization
- ❖ Content optimization
- ❖ Google search console & fixing errors
- ❖ Advanced SEO techniques & other technical fixes
- ❖ Monitoring & Management report

SCHDEULE OF THE PROGRAM

12TH May, 2018 Saturday

- 9.30 am- Reporting to the Venue i.e. Bhavan's Institute of Management Science, Kolkata
- 9.30 am-10 am- Networking with Tea & Snacks
- 10 am-10.30 am
 - Formal Welcoming Session of the participant and the instructor
 - Inauguration of the program by the Dignitaries and their motivational speech
- 10.30 am- Beginning of the first session
- 10.30 am-12.30 pm- First Session
- 12.30pm – 1 pm- Lunch Break
- 1 pm- 5pm- Second session
- 5 pm- Day Concludes

13TH May, 2018 Sunday

- 10 am- Reporting to the Venue i.e. Bhavan's Institute of Management Science, Kolkata
- 10 am-10.30 am - Networking with Tea & Snacks
- 10.30 am-1 pm- First Session
- 1 pm-1.30 pm-Lunch Break
- 1.30 pm- 4.30 pm- Second session
- 4.30 pm- 5.30 pm.- Certificate distribution and photo session & vote of thanks
- 5.30 pm- Program Concludes