

FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS

Leveraging E-Commerce & Digital Marketing for Business & Customer Growth

About the program

The training program is aimed at providing the strategic insights and required skill sets to make the best use of opportunities thrown by Internet. It provides the knowledge and skills on requirements for a business to use Internet based business models alongside the techniques that can be used to grow the business using Internet. The Course is being offered jointly by Fortune Institute of International Business(FIIB) and DigiGYAN Institute of Professional Training & Services(www.digigyan.in).

Objectives

To make the participant aware of trends in marketing in Internet era and understanding of E-Commerce business models

-) To equip the participants in understanding and identifying different channels of digital marketing and understanding of tools and techniques in digitally marketing the products/ services.

Content

-) Emerging Trends in Marketing and impact of Internet and E-Commerce on Current businesses
-) Internet Business Models in E-Commerce era
-) E-Commerce Infrastructure Requirements
-) Techniques of Digital Marketing
-) Creating an Integrated Digital Marketing Strategy and Plan
-) Digital Marketing Campaign Plan , Scheduling and Tracking
-) RoI Measurement/ Metrics for Digital Marketing Actions

Methodology:

It is a **three (two) day program(9:30 AM to 5:00 PM)** that would combine pedagogy using lectures, case studies, hands-on exercises, assignments and practical demonstrations.

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Who may attend?

The program is meant for senior level management executives, holding positions as CXOs, Heads of departments in Marketing, Operations, Customer, and other departments and business owners exploring digital media for business growth.

Expected outcome

-) Understanding of the E-Commerce and Digital Marketing
-) The knowledge about the infrastructure requirements for a e-commerce organization.
-) A Strategic perspective of Digital Marketing and its techniques with reference to their management issues

Resource Person

Dr. Umesh Gulla is Professor at Fortune Institute of International Business and co-founder and lead trainer of DigiGYAN Institute of Professional Training. He specializes in e-Commerce, Technology Management and Digital Strategy.

Dr. Anju Gulla is Professor at Fortune Institute of International Business and co-founder and lead trainer of DigiGYAN Institute of Professional Training. Dr. Anju Gulla is Google Trainer for Google certifications programs. She is an experienced digital marketing and communications professional having more than 15 years of work experience in Industry and Academics.

Venue: FIIB Campus, New Delhi

Registration Details:

For details regarding registration process and other queries please contact our MDP cell at:

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