DIGITAL
BY THE DAY

DMTI
Digital Marketing Training Institute

DIGITAL IS RESHAPING THE MEDIA INDUSTRY

Driven by increased internet penetration, wireless broadband and mobile technology, consumers & businesses are increasingly shifting their attention from the traditional marketing media: television, radio, and print; to digital media for their entertainment, education, news and business needs.

Even in developing countries like India, companies are realizing that they must connect with customers and other businesses through digital channels and adjust their marketing mix in order to succeed. Digital marketing budgets are increasing dramatically, and digital media campaigns are becoming a pivotal part of effective marketing plans.

Digital Media Marketing is complex, highly interactive, information rich and delivers a real-time connect with the customer. Traditional media professionals with years of experience are grappling to understand the emerging medium and failing to catch up. Aspirants seeking jobs in this lucrative and booming industry are ill equipped, due to the lack of organized and focused training.

DMTI BOARD OF ADVISORS

Quality is at the heart of everything that we do at DMTI. To ensure that our programs are cutting edge & updated with latest trends in the digital industry, we put together a Board of Advisors.
The BOA comprises of eminent personalities who represent advertising agencies, publishing houses or media & brands/clients.

Annurag Batra

Chairman & Editor in Chief – BW Businessworld Media Group & exchange4Media Group

Mr. Batra is a serial entrepreneur, media mogul, a journalist and an eternal optimist rolled into one. He is a B. Tech in Computer Sciences, a degree, which he acquired before joining Management Development Institute (MDI) Gurgaon, one of India's leading Business School. He is a first generation entrepreneur. Since taking over BW Businessworld he has expanded it into digital, events and BW communities. He has taken in his fold www.digitalmarket.asia, a leading website on digital marketing, www.everythingexperiential.com, India's leading experiential marketing website and also launched BW Hotelier in partnership with hotelier international.

Mr. Batra also founded the exchange4media group and he serves as the Chairman and Editor-in-Chief of exchange4media group which includes exchange4media.com – India's leading media industry website, PITCH – India's only Advertising, Marketing and Media Magazine, IMPACT – The Marketing Weekly, Franchisee Plus – Business Opportunity Magazine, Realty Plus – India's leading monthly real estate magazine and samachar4media.com/ – leading media industry website in Hindi.

Mr. Batra is also appointed by Government of India as the Chairman of an industry committee formed to come up with vocational training framework for the media, communication and entertainment industry. He mentors many budding entrepreneurs and enjoys the process of reverse mentoring as in what he learns from these young entrepreneurs. At BW Businessworld, BW Accelerate is an initiative to provide a structured platform to entrepreneurs for mentorship and growth.

Isaac Jacob

Professor for Marketing - Somaiya Institute of Management and Research

Mr. Jacob has been a marketing, advertising, brand management professional with 30 years of seat-of-the-pants experience. He has launched/worked on brands such as Barbie Dolls, He-man and the Masters of the Universe, Hotwheels (Mattel Inc), Puma High Performance Sports Shoes; Lux; Citibank; Kodak; Mercedes-Benz; Nihar Coconut Oil; Parachute Coconut Oil; Smirnoff; Gilbeys Green Label Whiskey; Formica Laminates; Hexit Force (Winner of India's First Cannes Gold medal in Print Advertising), Strepsils; Cadburys; Fevicol, etc.

He was Vice President and Head Marketing-Tata Mutual Fund, President- Fortune Communications (JWT Group Co) , Director MET Institute of Mass Media. His last Industry assignment was as Chief Marketing Officer and Country Head-Customer Experience with YES Bank. He has lectured in most management institutes like Jamnalal Bajaj Institute of Management Studies from 1988-2006, NMIMS, MET, SCMHRD-Pune, Al Ghurair Management Academy-Dubai etc, on marketing, advertising and brand management. He is Currently completing PhD Programme in Marketing from Mumbai University. His goal is to nurture budding marketing students and help companies create, launch, market and build strong brands that will substantially add value to their bottom-line.

Mr. Murthy has spent 34 years helping brands with marketing advice and 17 of those helping startups with advice & funding. He has won awards as Creative Director on Unilever, The Economist, Pepsi & MTV. He helped create the first public UI for Yahoo in 95 and led the launch for Amazon in 97.

After a successful NASDAQ IPO, Mr. Murthy headed marketing at iCat, an e-com firm in Seattle managing over 6,000 e-businesses. iCat was bought by Intel. He returned to India in 99 to turn around Channel V till its sale to Star TV in 2000, then founded Passionfund, his angel investing vehicle which backed Geodesic, WebDunia, Inkfruit and Doolally. He has penned columns in Business Today, Businessworld and WSJ. On TV, he's played the Donald Trump role in Business Baazigar (2007), the Dragon's Den role on ETNow's Super Angels (2011, 2012) and Bloomberg TV the Pitch (2013).

He set up digital business consulting firm Pinstorm in 2004.

It's a well-regarded business transformation boutique, creating market- and award-winning strategy, tech & work on the region's most-aggressive brands. He loves early-stage investing and co-founded what is now India's best-known VC fund, Seedfund. It was voted "India's best VC fund" by LPs in 2010 & 2013 and has had India's biggest-ever exits, with RedBus and CarWale. His Investees also include CareerLauncher, SabKaDentist, and Voonik. He is a popular speaker on corporate & college campuses, and considered a thought-leader on digital transformation.

Mahesh Murthy

Founder – Pinstorm, Managing Partner – SeedFund, Founder – Passionfund and Board Member BrewCrafts Microbrewing Pvt. Ltd.
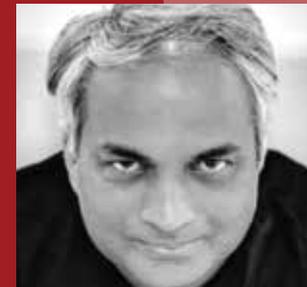
Punitha Arumugam

Platform Evangelist –Hotstar

Ms. Arumugum, a media agency veteran, Platform Evangelist, Hotstar. She is best known for her leadership at Madison Media as group CEO for over 13 years, and at Google as agency director for over five years; is seen as a leader who has shaped many agencies' and marketers' increasing use of digital platforms for brand building. At Google she led the organisation's agency business, first from India and later for the region from Singapore, as managing director, APAC Agency for Google APAC. She is currently setting up her own firm in the communications tech space. Ms. Arumugum is a leader in digital advertising and has a fantastic track record of having aided the creation of many agency and brand partnerships in India and around the region. Ms. Arumugam's career spans over 20 years of media. She is widely acknowledged as the driving force behind Madison's transformation to the second largest media agency in India and is credited for building buoyant agency business for Google in India and Asia Pacific.

She has worked with several agencies like O&M & Initiative Media and in several markets like Chennai, Bangalore and Mumbai before joining Madison. Her experience spans a wide range of industries including FMCGs, durables and financial services. She was voted as the 4th most influential person in the Indian Media Industry by Brand Equity Ad Agency Reckoner 2005.

Mr. Sundaram is a successful serial entrepreneur. He founded NetworkPlay & PlatformPlay, former was sold to Bertelsmann AG Germany in 2012 creating tremendous value for his investors and employees. He also acquired and integrated SeventyNine.Mobi (A Mobile Ad-Network) with NetworkPlay. His last venture, VelfieApp though had traction didn't scale to heights for fruitful monetisation and so is now parked. He was last SVP at JIO, India's largest green-field telecom startup by Reliance where he was incharge of digital marketing for JIO and LYF.

Prior to his entrepreneurial ventures he has held leadership roles with IbiboAds, Yahoo India, Tribal DDB, Madison Communications, Jobsahead (a Monster WW Company), Microland and Indian Express across markets in India, South East Asia and The US. He has been instrumental in bringing LinkedIn, ad:tech, iMedia & TechCrunch into India through various JVs. He is an alum of Harvard Business School.

Rammohan Sundaram

Managing Director & Senior Vice President – APMEA, C1X Inc.

Ms. Sharma has 17 years of marketing experience, including 8 years as an executive and 4 years as a "Desi CMO" in India. She is embarking on her next play, leading the LinkedIn Marketing Solutions business in India. She consumes content with fervor and has been blogging since 2009 on topics that she is passionate about, primarily marketing, technology and leadership. She is a strange breed of left and right brained, with an undergraduate in marketing and management and an MBA in finance and entrepreneurship. She joined IBM after graduating from the University of Virginia in 1999. She rose through the ranks at IBM in various global and regional marketing roles, including Asia Pacific and North America and in 2008, she became one of the youngest executives at IBM.

In 2009, she moved to India and subsequently became CMO of IBM India/South Asia, one of the most vibrant markets in the world when it comes to talent. During that tenure, she was awarded the Top 25 Outstanding Marketing Leaders of India and was active member of various CMO advisory councils in India. She has also served as chairperson of the Data Driven Marketing and Advertising Conference in June 2013.

Vivek Bhargava

CEO, DAN Performance Group

Virginia Sharma

Director, LinkedIn Marketing Solutions

Mr. Bhargava a digital marketing veteran with a two-decade experience, is the Chief Executive Officer of DAN Performance Group, wherein he heads and is responsible for all the digital performance agencies of Dentsu Aegis Network. An early frontrunner in the digital revolution in India, Vivek believes that 'digital' is much more than a mere marketing medium, playing the role of a catalyst and multiplier across every aspect of business. He consults an impressive roster of clients and advises them on the most effective digital strategies for their brands. Prior to this, Mr. Bhargava was the CEO at iProspect India, a part of the Dentsu Aegis Network.

He has donned the role of an investor in the reality television show 'The Vault' which funds innovative start-ups by promising entrepreneurs on the merit of their business idea instantly. He has guided the digital advertising strategies of companies such as MTV, Merrill Lynch, ICICI Bank, Reliance in both Indian and Global Markets. He has traveled to more than 40 countries on various consulting and Project Assignments. Mr. Bhargava is a regular speaker at Digital Industry events & is one of the most respected entities in the Digital Media World.

He is a TEDx speaker who has been invited by educational institutes of repute, namely IIT Mumbai, IIM Bangalore and many others. He is the Co-Chair at SEMPO APAC and on the advisory board of industry bodies like ad: tech and DMAi. He is on the board of Young Presidents Organization Mumbai.

Vivek is a proud national level table tennis player and has won multiple laurels in the sport worldwide. He is also an avid chess player and an amateur paragliding pilot.

DMTI'S KNOWLEDGE CHAIR

The Knowledge Chair is appointed to ensure that the programs that are taught at DMTI are current & relevant. The entire program curriculum is periodically reviewed by the knowledge chair. The position is awarded to a leading name from the Digital Industry fraternity and comes with the responsibility of holding the training curricula to the highest levels. Currently the position is being held by Mr. Madan Sanglikar.

Mr. Sanglikar has over 20 years of experience in the media & ad tech industry. Maddy joined Affle in 2012 to cofound the Mobile Audience Platform. He is now based in Jakarta and spearheading the South East Asia expansion plans. Affle is a Singapore headquartered company offering Mobile Audience as service, and playing a key role in building, promoting & monetizing Mobile Assets. Affle works with blue chip advertisers and the leading agencies across Asia, Europe & North America. Previously, his longest stint was with GroupM India, wherein he was leading the digital business for Mindshare India. During that tenure Mindshare India dominated all digital award categories at the Abbys, EMVIES, Campaign DMA, including the Campaign Digital Agency of the year. Maddy is humbled to be included in industry performers lists, Campaign India A-Listers, Impact Digital Power 100, LinkedIn Power Profiles. He has been the advisory/ board member at MMA Forum & Ad Tech events and is an avid speaker, trainer, moderator & panelist & guest faculty at various industry forums & institutions.

His ambition is to create value for the stakeholders in his personal and professional life and dedicate time and effort in hardwiring business domain with the mobile/ digital ecosystem – be it in Owned, Earned or Paid format. His ability to break complex digital concepts into simple meaningful lessons, makes him an effective trainer for the digital migrants.

Madan Sanglikar

Affle- Mobile & Digital Marketer | SE Asia & India

FROM THE CEO'S DESK

"Digital by the Day" is being launched on repeated requests from the community. While we offer scholarships and flexible learning options for both the full-time and weekend programs, we have seen candidates struggling with resources. DMTI was founded with the objective of providing quality education in digital marketing thereby filling the need-gap in the industry – this program is yet another initiative to make the program accessible to all.

Ms. Rashmi Putcha, CEO, DMTI

DIGITAL BY THE DAY

Digital By The Day is a drip service for people who can invest only few hours a day to enhance their career to a new level by adding a new marketing skill in their repertoire. This new 108 hours program is a path breaking one from the house of DMTI, The Digital Marketing Training Institute, keeping in mind the ever- increasing requirement of people low on resources in terms of time & speed of grasping new things. Our Board of Advisors, Knowledge Chair & coveted faculties have used their experience of teaching at DMTI for the past 6 years & interactions with over 7000 students to come up with a program that connects meritoriously to the industry always looking at hiring the right kind of talent. 3 hours a day & 3 times a week, this investment can absolutely turn anybody's knowledge dynamics related to Digital & Direct marketing.

MODULES INCLUDE

Total Hours
108 Hrs.
99 hours training & 9 hours Evaluation

#	Module
1	Introduction to Digital Media Marketing
2	Search Engine Marketing
3	Social Media & Content Marketing
4	Search Engine Optimization & Analytics
5	Email Marketing
6	Ecommerce
7	Mobile Marketing
8	Digital Ad Sales
9	Digital Media Planning & buying
10	Programmatic Buying
11	How to Be? (Become an Entrepreneur / Become a Social Influencer / Become a Content Marketer)
12	Digital Strategy

MODULE 1

1	INTRODUCTION TO DIGITAL MEDIA MARKETING

This intensive module has been designed to give those new to digital a complete overview of all the core digital marketing channels, how they affect each other and how they can work together in a brand's digital marketing strategy.

This module will also demystify the technical jargon commonly used in digital marketing such as RSS feeds, mash-ups, tag clouds, AJAX, social bookmarking and more...all in a simple, easy to understand way. In simple words, this module will bring you to the equal grounds of digital marketing by simplifying a lot of unnecessary complex articles.

Learning Outcomes:

1. Introduction to Digital Media Marketing
2. Terms & Terminologies

MODULE 2

2	SEARCH ENGINE MARKETING

Whether a business is new to digital media spends or has digital media as an established part of its media mix, Search Engine Marketing (SEM) forms a large part of the total digital media spend. Search Engine Marketing is the core area of customer acquisition for most brands that use digital platforms to reach out to potential customers. The demand for skilled SEM professionals far surpasses the availability of the same.

Our program targets to train students to prepare them for the Google Adwords certification. However, it's not a mandatory requirement for this format of training.

Learning Outcomes:

1. Search Engine Marketing Fundamentals
2. Keyword Research & Campaign Structure
3. Campaign Management on the web console & Google Adwords Editor Campaign Optimization
4. Campaign Management Training – Analysis & Reporting
5. Consultation and Practice on Live Campaign (Optional)

MODULE 3

3	SOCIAL MEDIA & CONTENT MARKETING

This module is divided into two halves. The first half of the program will take you through in-depth features of various social media platforms such as FB, Twitter, YouTube, LinkedIn, Blog, Forums, Pinterest, Instagram, etc. and how to market/communicate through them. The second half of the program will focus on building effective communication strategies on all channels.

This module is designed for those who are interested in understanding the finer nuances of social media & content marketing.

Learning Outcomes:

1. Understanding the various Social Media Platforms
2. Knowing how to market/communicate through Social Media Platforms Choosing a platform to fit the brand objective
3. Objectives and Metrics
4. Research and Mapping
5. Tools, tactics, targets and teams
6. Developing an effective Social Media Strategy
7. Content Marketing
8. Analytics

MODULE 4

4	**SEARCH ENGINE OPTIMIZATION & ANALYTICS**

This module will teach you to apply the latest SEO techniques and advanced data design principles to maximize your website search rankings. This module will show you how to build high-performance websites and use advanced SEO solutions to boost your natural search rankings and increase site visits.

Learning Outcomes:

1. Introduction to SEO
2. Search Engine Basic & Market Data
3. SEO Objectives
4. Review Sample Website
5. Discussion on the observations
6. Based on the Topics Domain will be booked
7. Website Audit Basics
8. Important Factors to be considered for Audit
9. Setup Domain & Hosting
10. Install WordPress
11. Set up website with minimum features
12. Important Plugins
13. Importance of Google Analytics
14. Importance of Google Webmasters
15. Setup of Google Analytics & Webmasters
16. Setting up analytics on other Search Engine – Bing
17. Content Preparation - Imp Aspects
18. Keyword Research
19. Google Trend Analysis
20. Competition Analysis - for Own Website
21. Off-Page – Basic
22. Google Places
23. Directory submission
24. Tech Aspects
25. Optimization

MODULE 5

5	E-MAIL MARKETING

This module will cover a range of prevalent issues including identifying costly mistakes, using appropriate behavioral targeting, integrating email with your offline activities and assessing your newsletter effectiveness. You will leave the day with a sharpened email strategy having reviewed the effectiveness of your email communications.

This practical module will demonstrate how results and deliverability can be significantly improved by addressing common issues within all aspects of email marketing, from planning to setting realistic objectives and strategies, through improving deliverability, ensuring your emails actually reach your target audience and testing to make sure that you'll be able to continually improve your campaigns, boost results and profitability.

Learning Outcomes:

1. What is E-mail? Deep Dive into Email Marketing
2. Email Authentication & Delivery
3. What is IP reputation?
4. Email Strategy Content, Design & Optimization
5. Audience Engagement, Automation & 1:1 Personalization
6. Email Analytics
7. Brand Case Studies & Trends in the Industry

MODULE 6

6	ECOMMERCE MARKETING

Electronic commerce, commonly known as e-commerce, is the buying & selling of product or service over electronic systems such as the Internet and other computer networks. This program equips the participants to understand the nuances of E-Commerce & Internet based businesses and help them make appropriate business & marketing strategies using all forms of digital media.

Learning Outcomes:

1. Understanding Electronic Commerce & It's Importance
2. How to do SEO of E-Commerce Website
3. Using affiliate Marketing to promote E-Commerce
4. Technology Infrastructure for E-Commerce
5. E-commerce Security Issues & Controls
6. Implementing E-Commerce
7. E-Commerce Marketing
8. E-Commerce business models and Strategy

MODULE 7

7	**MOBILE MARKETING**

Mobile technology has already fundamentally transformed personal communications, but with mobile becoming ever more ubiquitous, driving increased social media activity and allowing digital communications channels to be accessible on the move, it is having a huge impact on how organizations, businesses and brands talk to customers. This module is an introduction to this emerging channel, covering best practice, technical issues and insight into customer behavior, all backed up by practical examples and the latest research.

It will provide you with a solid understanding of the mobile marketing landscape focusing on practical skills and cutting-edge case studies; you will leave with a thorough knowledge of the technologies and terminology of mobile. You'll be able to discuss best practice guidelines, articulate the benefits and opportunities of a mobile strategy, and how this fits into a multichannel approach.

Learning Outcomes:

1. Mobile Advertising Ecosystem & Market in India
2. Understanding the Mobile User
3. Strategic Framework for Use of Mobile Advertising
4. Advertising Options – Creative & Media
5. Measurement, Monitoring & Impact Evaluation
6. Mobile Commerce
7. Cross Channel Marketing
8. Strategy and Planning

MODULE 8

8	DIGITAL AD SALES TRAINING

The module is broken down into manageable sections including tools of the trade, how digital changed the paradigm, Digital Media Products, Targeting, Measuring Digital Media, the mechanics of Digital Media, Digital Media Math, selling Digital Media, Ad Operations, supporting Digital Sales, from quote to cash, recent Media trends and products.

Learning Outcomes:

1. Tools of the Trade
2. Digital Media Products
3. Targeting
4. Measuring Digital Media
5. The Mechanics of Digital Media
6. Digital Media Math
7. Selling Digital Media
8. Ad Operations
9. Recent Media Trends

MODULE 9

9	DIGITAL MEDIA PLANNING AND BUYING

In a global scenario where media organizations need clear goals and structure, media planning and buying understanding is an essential part of digital marketing curriculum. These skills are highly valued by corporations, media companies, media sales organizations, media buying and planning firms, research companies and of course advertising agencies. This comprehensive program equips you to understand the burgeoning digital media industry & the process of strategizing, negotiating, and purchasing ad placements, or "inventory."

Learning Outcomes:

1. Overview- Role of a media planner
2. Understanding Client Brief: decoding the expectations of the client, Setting Campaign Objectives
3. Audience analysis: User behaviour, online opportunities and challenges
4. Market research
5. Media formats channels and placement
6. Media planning tools, softwares & platform selection
7. Media research and analysis
8. Media buying options, art of negotiating rates
9. Sample media plan
10. Presentation to the client
11. Execution and delivery aligning with ad operations

MODULE 10

The way digital media is bought and sold is changing rapidly and yesterday's technology doesn't apply today. Look at any trends in digital media for future and you are sure to spot reports on how 'Programmatic Buying' is becoming the key trend and is a must know for marketers.

DMTI is the first Institute to offer this course which will provide you with an advanced understanding of the programmatic media ecosystem, including an in-depth working knowledge of the key technologies that make up today's programmatic. This course is designed to provide the foundation needed to navigate the complex programmatic advertising landscape.

Learning Outcomes:

1. Introduction To Digital media new frontier –Programmatic buying
2. Key terms to communicate like a pro
3. Sales Organizations – Today and Tomorrow
4. Buyer Landscape – Today and Tomorrow
5. Understanding Your Tech Stack
6. SSP/DSP Vendor Demonstration
7. 5 Stages of Buying & selling
8. Rise of Programmatic Guaranteed
9. Channels: Mobile, Video, Social, Email, Native

MODULE 11

11	**HOW TO BE?**

What you want to be vs what you end up being, is most of the times a challenge keeping in mind the limited resources we often find around us. Module 11 for us & our students is the play ground of wishes & dreams, where we mentor the right kind of talent by the right kind of talents. From an entrepreneur, to a social influencer or to a content marketer*, in today's flat digital world you can be any & our module 11 of this Digital By The Day program aspires to inspire every such individuals.

Learning Outcomes:

1. Steps to be taken
2. Cautions to be cautious about
3. Ramification of plan
4. Execution
5. Guidance

*you are expected to share your interest at the time of enrollment.

MODULE 12

12	**DIGITAL MARKETING STRATEGY**

This segment of the program will equip you with a scientific approach that is needed to assess digital marketing strategy in the overall scheme of things. Through a combination of case studies, best practice examples, and exercises, you will learn strategies for finding, engaging, and encouraging brand advocates. This session will prepare you with a concrete application process for a real business. This program will unclutter your mind in digital thinking.

Learning Outcomes:

1. Understand how the elements of a digital marketing strategy can bring customers to the business.
2. Inclusion of the power of search engine optimization, paid search, social media, and online advertising.
3. Reflect on how best to extend brands and cultivate relationships in these channels in a way that supports a holistic digital marketing strategy.

PLACEMENT ASSISTANCE

At DMTI we help our students & even people who need help to find a job. It's not always a guarantee but definitely a promise. Our Students from the Digital by the Day program will therefore also be assisted by our teams to not only get counselled but also get aligned to the right kind of organizations as a quality potential future hire. DMTI holds a place of reputation for providing fine digital marketers to the industry & each of our certificates represent the meaning well to organizations hiring digital marketers.

CERTIFICATION

On successful completion of the program, the participants will be awarded with the industry-recognized certificate from DMTI.

ADMISSIONS OFFICE

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