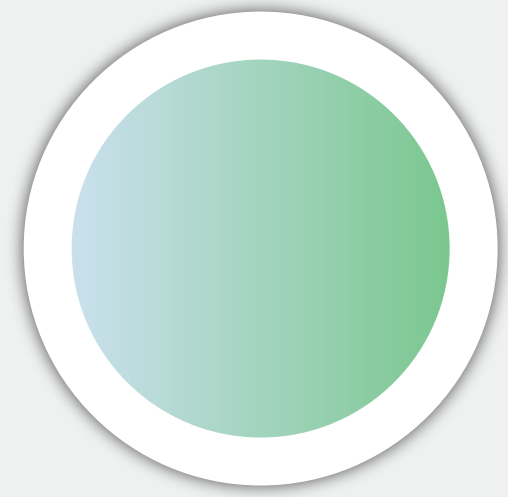


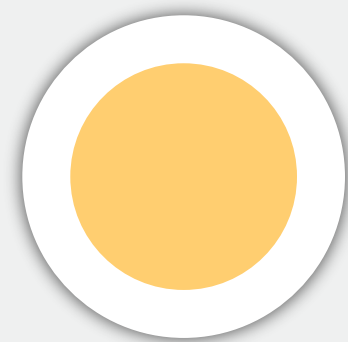
Digital Marketing & Automation

Explore the dynamic world of Digital Marketing and Automation, empowering your career.





Course Description



Your website is like your online shop. It works all the time to get people interested in what you offer. Today, having a good online presence is really important, and making it work well is the key.

Using digital marketing tools has changed how businesses reach their customers. Just like big companies and famous news sites, using these tools can make your business even better.

In this fun course, you'll learn all about digital marketing and how it can help your business.

Experts will guide you through everything, from making ads to using special programs to help you work smarter.

You'll get to practice with fake websites and cool tools. By the end, you'll know a lot about digital marketing and be able to use it to make your business successful.

Come join us and learn how to make digital marketing work for you!



Course Duration

Total 3 Month's & 2 Days/Week
3pm to 6pm



Learning Mode

Physical Classes



Course Fees

Rs. 15000 / month
Total Course Fee Rs. 45000

Target Audience

Marketing Executives, Managers, Administrative Staff, Solopreneurs, Graphic Designers, Content Creator, Web Developers, and Individuals who want to learn how to create, customise, and maintain their online Business.

Course Highlights

In this 3-Months Digital Marketing & Automation Course, you will learn:

- Make cool and effective landing pages with TheBigBot CRM.
- Use TheBigBot CRM to automate your marketing tasks and make things easier.
- Send out targeted emails smoothly with TheBigBot CRM.
- Add website features effortlessly using TheBigBot CRM's tools.
- Get your website noticed more online with TheBigBot CRM's help. Track how well your campaigns are doing with TheBigBot CRM's smart tools.
- TheBigBot CRM making digital marketing and automation simpler! And much more...

Course Objectives

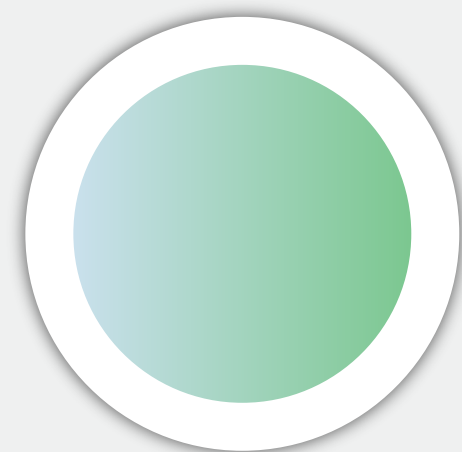
By the end of the class, trainees will be able to:

- Understand digital marketing channels and their business significance
- Grasp key concepts in digital marketing for targeted audience engagement and ROI optimization
- Learn the role and features of TheBigBot CRM in digital marketing.
- Master lead capture, segmentation, scoring, nurturing, and assignment strategies
- Execute email, SMS, and follow-up campaigns efficiently
- Utilize behaviour-based triggers and third-party integrations for automation.
- Manage sales pipelines, track deals, automate stages, and forecast effectively
- Integrate TheBigBot CRM with popular platforms for seamless data flow and enhanced marketing.
- Automate tasks, triggers, and conditions for streamlined processes and productivity.
- Maintain client account, facilitate communication, schedule appointments, and gather feedback
- Create and optimize websites and sales funnels for enhanced online presence and conversions



Certification of Completion by IDT will be awarded to candidates who have demonstrated competency in the Digital Marketing & Automation course assessment and achieved at least 90% attendance.

Certification



Course Outlines

Introduction to Digital Marketing & Automations

- Overview of digital marketing channels
- Importance of digital marketing for businesses
- Key concepts in digital marketing

Lead Management

- Lead capture forms
- Lead tagging and segmentation
- Lead scoring
- Lead nurturing campaigns
- Lead assignment and distribution

Marketing Automation

- Email marketing campaigns
- SMS marketing automation
- Automated follow-up sequences
- Behaviour-based automation
- Integration with third-party marketing tools

Course Outlines

Introduction to TheBigBot CRM

- Overview of TheBigBot CRM
- TheBigBot CRM's features and capabilities
- How TheBigBot CRM can streamline digital marketing processes

Sales Pipeline Management

- Customizable sales pipelines
- Deal tracking and management
- Sales stage automation
- Pipeline analytics and reporting
- Deal forecasting and insights

Client Management

- Communication tools
- Client notes and history tracking
- Appointment scheduling and reminders
- Client satisfaction surveys and feedback collection
- Client profiles and contact management

Course Outlines

Appointment Scheduling

- Online booking pages and forms
- Calendar integration
- Automated appointment reminders
- Time zone detection and scheduling
- Group scheduling and availability settings

Website and Funnel Builder

- Drag-and-drop funnel builder
- Pre-designed funnel templates
- Landing page builder
- Custom domain mapping
- Split testing and optimization tools

Reporting and Analytics

- Funnel analytics
- Conversion tracking
- Customizable reports and dashboards
- A/B testing and data-driven insights
- Key performance indicators (KPIs) tracking

Course Outlines

Workflow Automation

- Task automation and delegation
- Workflow triggers and conditions
- Workflow templates
- Workflow analytics and optimization
- Integration with Zapier and other automation tools

Integrations

- Payment gateway integrations
- API access for custom integrations
- Integration with popular CRMs and email marketing platforms
- Zapier integration for connecting with over 2,000 apps
- Social media integrations for lead generation and engagement

Client Success and Support

- Live chat support
- Knowledge base and help center
- Onboarding and training resources
- Community forums and user groups
- Dedicated customer success manager (depending on plan)

Frequently Asked Questions



Do I need to bring my own laptop for the course?

Yes, it is essential to bring your personal laptop as the institute does not provide PCs. Having your laptop ensures that you can effectively engage with the course materials and complete assignments.



Are the classes conducted online or physically?

The classes are conducted physically at the institute. You will need to physically attend the classes to participate in discussions, activities, and practical exercises.



Do I need to have advanced coding knowledge to enroll in the course?

No, you do not need to have advanced coding knowledge. Basic coding skills will be enough for the course. The course is designed to adapt to individuals with varying levels of coding experience, providing a supportive learning environment for all participants.



Will I receive a certificate upon completing the course?

Yes, upon successfully completing the course requirements, you will receive a certificate of completion. This certificate serves as recognition of your achievement and can be a valuable asset in showcasing your skills to potential employers or clients.

Digital Marketing & Automation



[APPLY NOW!](#)