

## “DIGITAL & SOCIAL MEDIA MARKETING”

Dates: Any three days of mutual convenience

### Introduction

The Internet and through it the digital social media have become an integral part of our lives. People find and share new travel locations, fashion trends and more on blogs. Friends and family frequently initiate group conversations on Facebook. News is consumed in 140 characters on Twitter. Strangers with a common interest like playing the sitar meet on Flickr. Happy moments are captured and shared on Instagram and one can even find one's prospective spouse on a matrimony site.

Actions such as 'liking' 'sharing' 'commenting' and 'pinning' on Facebook or Twitter or YouTube or Pinterest have proven valuable for businesses as prospective and current customers are either talking about them or trying to connect and communicate with them. Business managers and owners can now listen and respond to them in a personalized manner like never before. Today, before making a purchase decision, customers and consumers have the option of going online to gain knowledge about the brand, look up for reviews and ratings and seek opinions from friends. Several studies in the recent times have affirmed that increasingly consumers are making a purchase decision based on social media peer referrals. This shift in consumer behavior presents new opportunities for marketers to identify prospects, satisfied customers, dissatisfied customers, loyal customers and social media influencers. The marketer can then engage with each group in a way so as to build an army of brand advocates.

Additionally, social media content can provide valuable information if effectively monitored, captured and then integrated with other enterprise data. It is possible to identify what's important to the customers; gauge what they like and dislike the most. Relevant online data from traditional news sites to social media forums to consumer blogs can be pulled together to allow for deeper, more holistic insights about the products and services. Businesses can gain key insights by brand and market tracking, reputation and threat tracking, online media analysis and customer feedback.

Finally, simply listening to customers on social media is not enough. Listening is a starting point; the end goal is revenue. Customer centric organizations have an ability to leverage and integrate social media analytics into their customer and marketing automation processes, thus they are able to monetize their investments. This provides a foundation from which organizations can link measurement and the tactical execution of social media strategies to the imperatives of revenue generation.

This programme will equip the participants with the tools they need to assess their business/organization's social media and digital marketing strategy and help identify areas of improvement.

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## **Objectives of the Programme**

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This course has been designed to provide a solid foundation for marketers who are new to social media or those wanting to broaden their understanding. The course will focus on sharing the latest trends, best practices and technologies for effective social media marketing. It will provide in-depth knowledge on digital and social media marketing and analysis: how to plan, implement and measure a digital marketing and social media strategy to create awareness, generate leads and ultimately drive sales. At the end of the course the participants will be able to:

- Define the role of digital and social media marketing in the promotion mix and outline the objectives for the campaign period.
- Social media channel selection: what social channels you should be using and why?
- Appreciate latest trends and updates on the major social channels: Facebook, Twitter, YouTube, Instagram, LinkedIn, Slideshare and Blogs.
- Structuring your content and activities: how to structure social campaigns and everyday content.
- How to get engagement: what type of content should you be publishing and how often?
- Social and Search Engine advertising: how to plan, target and execute your ad spend on Facebook and Google.
- Social Listening: how to find mentions of your brand and integrate consumer inputs to optimize your marketing mix.
- Measurement and optimization: how to continually assess and refine your social content and activity.

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## **Pedagogy of the Programme**

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The programme shall be conducted through real life instances, applications, best practice examples, activities, and case studies. Practitioners from the industry shall contribute in the implementation of the contents during the course of the programme.

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## **Who should attend**

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The programme will be beneficial to Marketing executives/ managers, Digital Marketers and Business Owners. Coverage in the course shall ensure that both B2B and B2C marketers and the client or the agency side benefits.

## Indicative Content of the Programme

Digital marketing strategy: Setting goals and metrics. Identify social media channels that are relevant to business. Define success criteria for various online campaigns.

Social media: Discuss best practices and examples for key social media platforms - Facebook, Twitter, YouTube, Instagram, LinkedIn, Slideshare and Blogs.

Social listening: How to use social platforms including Facebook or Twitter or YouTube to gain insights? How observing selfies posted on Instagram can reveal consumer attitude and preference towards brands? How observing Twitter bios can help one understand a prospective or present customer better? How tweets and Facebook and LinkedIn status updates highlight ones personality?

Content marketing: What is content marketing in the digital-age? How can a marketer successfully leverage content to connect with the target audience?

Social and Search Engine advertising: Building a campaign using Google AdWords - define target audience, allocating budget, analyzing the response and optimizing the campaign.

Measurement of Marketing ROI: Understanding Facebook and Google analytics. Using other statistical tools and models - financial, customer satisfaction and awareness creation.

## Programme Details

**Venue of the Programme:** To be decided by the Organization

**Program Fee:** INR 6,00,000 plus service tax (This does not include the accommodation and food expenses of the participants.)

**Certificate:** All the participants will get a certificate of participation issued by IIM Ranchi.

**Batch Size:** Maximum 30 participants

## Programme Co-ordinators

**[Soumya Sarkar](#)**

Assistant Professor

IIM Ranchi

**[Dr. Shibashish Chakraborty](#)**

Assistant Professor

IIM Ranchi

### Profile of the Programme Co-ordinators

**Soumya Sarkar** is an Assistant Professor of Marketing in Indian Institute of Management Ranchi. After making a career in industrial marketing spanning fourteen years, he took a break and completed the doctoral program (Fellow Programme in Management) in Marketing from Indian Institute of Management Calcutta. He had also completed his Post Graduate Diploma in Business Management (PGDBM) from IIM Calcutta. Soumya's work encompasses branding issues in a B2B context keeping in mind certain strategic marketing issues like market orientation and organizational innovativeness. He is interested in research in Strategic Marketing, Branding, B2B Marketing, Film and Music Marketing. He has taught Marketing Management and B2B Marketing courses in IIM Udaipur and XIM Bhubaneswar. He has conducted MDPs in marketing, marketing communications, personal selling, and strategic branding for firms in pharmaceutical, tourism, banking and business service industries and for entrepreneurs.

He is also a Metallurgical Engineer from Jadavpur University, Kolkata (India) by training. He had worked in sales, marketing, research & development, and manufacturing in a global leader of welding products after his Bachelor's degree.

**Dr. Shibashish Chakraborty** obtained his Ph.D. from Jadavpur University, Kolkata, M. Sc. in Mathematics from Indian Institute of Technology, Bombay and MBA from Symbiosis Institute of Business Management, Poona, under University of Poona. He has worked in the industry for eleven years. He has worked for Crompton Greaves Ltd, Godrej GE Appliances Ltd and IFB Agro Industries Ltd in the appliances division. He has taught at TMC Business School (TMC Int'l Holdings Ltd) in Singapore, ICFAI Business School (IBS), Kolkata and Symbiosis Institute of Business Management, Poona. He is presently working with Indian Institute of Management, Ranchi. He has conducted several MDPs for working executives of public and private sector organizations, both as a resource person and as a coordinator. He has published research papers in reputed National and International Journals.