

## **Advanced Digital Marketing Course**

### **Course Duration: 20–25 Hours**

Given the budget and time constraints marketing/sales teams have, its crucial to proactively seek results, and realize the best lead generation channels that are profitable for your company. Marketing Automation, Funnel Marketing, and Growth Hacking are the growing areas of Digital Marketing that cannot be ignored.

EduPristine Advanced Digital Marketing course will give loads of potential to your Marketing / Sales team to understand your company's customer acquisition and life cycle process to effectively convert your leads into sales.

#### **Marketing Automation»**

- Importance of marketing automation
- Problems faced by marketers
- Benefits of marketing automation
- Introduction to marketing automation platform and its core feature
  - Lead capture automation
  - Lead Nurturing
  - Sales Acceleration
  - Analytics
- Marketing automation setup
  - Lead management dashboard
  - Lead form customization
  - Importing leads
  - Landing pages
  - Lead details
  - Lead scoring
  - Filtering leads
  - Configure and manage lead stages

- Segmenting leads
- Email campaigns
- Reports & Analytics

### **Funnel Marketing and Growth Hacking: Session 1»**

- Introduction to marketing funnel and its importance
- Core elements of marketing
- Front-end vs. Back-end marketing
- Core elements of a funnel
- Introduction to the growth formula
  - Product market fit
  - Lead magnets
  - Optimize the tripwire Offer
  - Product splintering
  - Exit offers
- Setup of a marketing funnel in FB having return path and audience segments

### **Funnel Marketing and Growth Hacking: Session 2»**

- Advance conversion funnels and Mindmaps
- Full acquisition funnel and Mindmap
- Sales template
  - Downsell sales template
  - Upsell sales template
- Blog launch Funnel and Mindmap
- blog-launch-email-campaign
- Survey Funnel and Mindmap
- Email campaign for simple survey
- Survey-questionnaire-template
- Industry case studies on full funnel and its implementation
- Strategies to convert leads into sales

#### Growth hacking

- The problems that Growth Hacking solves
- The Lean Marketing Framework (LMF)

**At the End of the course, your team will be able to:**

- Understand the tools and techniques to attract your target audience
- Align marketing processes with your company's goals, and measure their campaign's effectiveness in real-time
- Understand your customer's journey better, and engage your customers all the from their introduction stage to purchasing stage
- Focus on your brand's vision, mission and purpose and align it with strategies tailored to your company's specific needs

Contact Us: **TOLL FREE – 1800 200 5835**

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