

MASTER  
CLASS

APRIL 22-25 | 2019  
SHANGRI-LA HOTEL, DOHA

# Digital Marketing

Learn from the trainer who has trained over 4000 professionals for leading corporates including the Google Partners Academy, Facebook, Sony Pictures Networks, HP Enterprise, JLL, Cannon and Discovery Communications





## TRAINER **ROHIT UTTAMCHANDANI**

Rohit Uttamchandani is one of India's leading digital consultants. He has helped multiple clients across various sectors (real estate, healthcare, finance, retail, ecommerce, CPG and B2B) craft their digital strategy, scale their online presence and leverage digital media to achieve their business goals.

Rohit is also a speaker at digital marketing conferences and events. Owing to his extensive experience in the digital marketing space, he has been featured twice in a series of talks on NDTV Profit, centered around the effectiveness of digital marketing for the real estate sector.

As a lead trainer at Digital Vidya, he has trained over 4000 professionals including entrepreneurs and senior level marketing executives in digital marketing and strategy. He has also conducted basic and advanced digital marketing workshops for leading corporates including the Mahindra Group, Dr. Reddy's Laboratories, Viacom18, Sony Pictures Networks, Aditya Birla Group, Airtel, HP Enterprise, Discovery Communications, Jones Lang Lasalle and Dassault Systems.

A new technologies evangelist, he is immensely passionate about everything tech and digital and loves sharing his knowledge with anyone who is eager to learn. This, combined with his strong interpersonal skills, helps him make his training sessions interactive, informative and fun.



# KEY TAKEAWAYS

- Get a detailed understanding of all key digital platforms and channels, their nuances, audiences, analytics and best practices
  - SEO
  - Online Advertising – SEM, Display, Video & Programmatic Advertising
  - Email Marketing
  - Mobile Marketing
  - Social Media & Content Marketing
- Know and measure the right metrics based on campaign objective, to help measure ROI
- Learn how to create and evaluate effective digital media plans
- Learn the latest trends in digital marketing and ways to stay updated with them
- Know how to create great digital campaigns that would help you drive business results for your business/organization



## **DAY 1:**

**MODULE 1:**  
DIGITAL MARKETING ORIENTATION

**MODULE 2:**  
SEO (SEARCH ENGINE OPTIMIZATION)

**MODULE 3:**  
GOOGLE ADS (SEARCH ENGINE AND DISPLAY ADVERTISING, REMARKETING)

## **DAY 2:**

**MODULE 4:**  
PROGRAMMATIC ADVERTISING

**MODULE 5:**  
EMAIL MARKETING

**MODULE 6:**  
INTRODUCTION TO MARKETING ON SOCIAL MEDIA

**MODULE 7:**  
FACEBOOK MARKETING – PART 1 – FACEBOOK PAGES

**MODULE 8:**  
FACEBOOK MARKETING – PART 2 – ADVERTISING ON FACEBOOK

## **DAY 3:**

**MODULE 9:**  
INSTAGRAM MARKETING

**MODULE 10:**  
LINKEDIN MARKETING

**MODULE 11:**  
MOBILE MARKETING

**MODULE 12:**  
LEVERAGING YOUTUBE FOR EFFECTIVE DISTRIBUTION OF CONTENT – PART 1  
YOUTUBE CHANNEL AND YOUTUBE SEO

## DAY 4:

### MODULE 13:

LEVERAGING YOUTUBE FOR EFFECTIVE DISTRIBUTION OF CONTENT – PART 2  
YOUTUBE ADVERTISING

### MODULE 14:

DIGITAL MARKETING TOOLS

### MODULE 15:

ANALYTICS & MEASUREMENT

DISCUSSION, Q&A, FEEDBACK AND CLOSURE



**DATE** : April 22-25 | 2019

**VENUE** : Shangri-la Hotel, Doha

**FEE** : 7,500 QAR

**TIME** : 9am - 5 pm

\* Only 12 Seats Available

# FOR BOOKING

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