

**9 months  
Course**

Course on  
**DIGITAL  
MARKETING**

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# Vision

To be a global leader in marketing research and business solutions, enabling businesses to thrive in a digital-first world and providing learners with industry-ready expertise in digital marketing and strategic growth.

## About Us

Bispage has over 24 years of expertise in industrial business, delivering innovative solutions that drive growth and success for organizations across sectors. With a deep understanding of market dynamics, Bispage empowers businesses to achieve measurable results through strategic insights and proven methodologies.

### New Initiative – Digital Marketing Research Team

Our newly launched Digital Marketing Research Team is dedicated to bridging the gap between business growth and skill development. For employers, we provide actionable strategies to expand reach, enhance brand presence, and maximize ROI. For employees and students, we offer in-depth learning opportunities, hands-on projects, and expert guidance to master digital marketing in today's competitive landscape

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Facebook was launched on February 4, 2004 by Mark Zuckerberg.

We Are Older Than Meta in Marketing.



# Course Overview

Leverage Bispage's 24 years of industrial business expertise to master the art and science of digital marketing. This program blends decades of market insight with cutting-edge digital strategies, helping you understand both timeless business principles and modern tools. Learn to craft impactful campaigns, analyze trends, and drive sustainable growth in today's competitive digital-first economy.

## Key Highlights:

- Backed by 24 years of proven business expertise
- Learn strategies shaped by real market success stories
- Master tools for today's fast-evolving digital landscape
- Gain actionable insights from seasoned industry leaders
- Build skills that deliver long-term business growth

# Who is this programme for?

- Business owners aiming to expand their market reach online
- Marketing professionals seeking to upgrade their digital skills
- Students and graduates pursuing a career in marketing
- Entrepreneurs launching or scaling digital ventures
- Professionals transitioning into the digital marketing industry

## Learning Outcomes



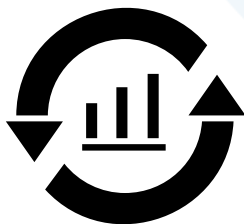
Advantage – Equip your business with digital tools to stay ahead of competitors.



Expertise – Apply 24 years of Bispage's industrial experience for actionable results.



Efficiency: Optimize marketing spend using data-driven decisions.



Conversion – Turn prospects into paying clients with compelling content.



Brand – Strengthen reputation and customer loyalty through social media.



Reach – Expand online presence to attract new, high-value customers.



Revenue

Implement digital strategies that directly increase sales and profitability



## Advanced Digital Marketing Course (9 Months)

Duration: 9 Months  
(approx. 135 days of classes, 202.5 hours)

This level is designed for aspiring digital marketing leaders and strategists, focusing on executive-level planning, advanced data science, emerging technologies, customer experience, and cross-functional

- Target Audience: Students who have excelled in the Medium level and are ready for leadership roles, deep specialization, and driving digital transformation.

Modules & Key Topics:

Months 1-6: (Executive Application of Levels 1 & 2 Concepts)

This period involves rapid consolidation and application of all prior knowledge through complex, multi-layered simulations and case competitions.

The focus is on strategic foresight, risk management, cross-functional collaboration, and leading digital initiatives.

Students will tackle scenarios requiring advanced analytical rigor and innovative solutions, often dealing with ambiguous or incomplete data.

### Week 25: Advanced GA4 Implementation & BigQuery Integration (4-5 days)

- GA4 Data Modeling & Schema: Understanding data structure, event parameters, user properties for robust analysis.
- Server-Side Tagging in GTM: Implementing server-side GTM for enhanced data quality, privacy, and performance.
- BigQuery for Marketing Analytics: Connecting GA4 to BigQuery, writing SQL queries for advanced data extraction, transformation, and loading (ETL).
- Data Lakes & Data Warehousing for Marketing: Concepts and best practices.
- Activities: Building complex SQL queries in BigQuery, designing a server-side tagging architecture for a hypothetical business.

### Week 26: Marketing Measurement & Attribution Science (4-5 days)

- Multi-Touch Attribution Modeling (Advanced): Building custom attribution models, evaluating various models' impact on budget allocation.
- Marketing Mix Modeling (MMM) & Econometrics: Deeper dive into statistical methods for measuring the holistic impact of marketing spend across channels.
- Incrementality Testing & A/B/n Testing: Designing and executing rigorous experiments to prove causal impact of marketing efforts.
- Lifetime Value (LTV) Modeling & Cohort Analysis: Predicting customer value and understanding long-term behavior.
- Activities: Designing an incrementality test, performing basic cohort analysis on a dataset, evaluating various attribution models.

## Week 27: Predictive Analytics & Machine Learning for Marketing (4-5 days)

- Introduction to Python/R for Marketing Analytics: Data loading, cleaning, manipulation (Pandas/dplyr basics).
- Predictive Modeling Techniques: Regression (forecasting sales), Classification (churn prediction, lead scoring), Clustering (customer segmentation).
- Machine Learning Applications in Marketing: Recommender systems, personalized content delivery, dynamic pricing.
- Ethical AI in Marketing: Algorithmic bias, data privacy, transparency, and accountability in AI-driven marketing.
- Activities: Building a simple predictive model (e.g., lead scoring) using a basic dataset in Python/R, analyzing ethical implications of AI marketing tools.

## Week 28: Data Visualization & Storytelling for Executives (4-5 days)

- Google Looker Studio (Advanced): Complex data blending, calculated fields, custom visuals, governance, and sharing.
- Power BI/Tableau (Introduction): Overview of enterprise-level visualization tools.
- Data Storytelling Frameworks: Crafting compelling narratives from complex data, communicating insights to non-technical stakeholders, actionable recommendations.
- Automated Reporting & Alerts: Setting up triggers for key metric deviations.
- Activities: Designing executive-level marketing dashboards, delivering a data-driven presentation to a simulated board.



### Week 29: AI-Powered Marketing & Generative AI (4-5 days)

- Generative AI for Content: Using LLMs for content creation (copy, blog posts, social media updates), prompt engineering for marketing.
- AI for Ad Optimization: Automated bidding, creative generation, audience insights, predictive campaign performance.
- AI in Customer Service & Chatbots: Advanced chatbot development, conversational AI for lead qualification and support.
- AI-Driven Personalization: Hyper-segmentation, dynamic content, individualized customer journeys.
- Activities: Using generative AI tools to produce marketing content, optimizing ad campaigns using AI insights.

### Week 30: Web3, Metaverse & Decentralized Marketing (4-5 days)

- Blockchain & NFTs in Marketing: Brand loyalty programs, digital collectibles, community building through NFTs.
- Metaverse Marketing: Virtual brand experiences, digital real estate, advertising in virtual worlds.
- Decentralized Autonomous Organizations (DAOs) in Marketing: Community-driven marketing initiatives.
- Data Ownership & Privacy in Web3: Impact on advertising and user data.
- Activities: Brainstorming Web3 marketing strategies for a major brand, designing an NFT-based loyalty program.

## Week 31: Customer Experience (CX) & Product-Led Growth (PLG) (4-5 days)

- CX Strategy & Journey Orchestration: Mapping complex customer journeys, identifying pain points, optimizing touchpoints for seamless experience.
- Marketing's Role in Product-Led Growth: User acquisition, activation, retention, revenue expansion driven by product value.
- Voice of Customer (VoC) Programs: Surveys, feedback loops, sentiment analysis (NLP for marketing).
- Building a Customer-Centric Organization: Cross-functional collaboration between marketing, product, sales, and service.
- Activities: Redesigning a customer journey for a service, developing marketing strategies for a product-led company.

## Week 32: Mobile-First Ecosystem & App Marketing (Advanced) (4-5 days)

- Advanced App Store Optimization (ASO): Competitive ASO, localization, deep analytics for app discoverability.
- Mobile Growth Strategies: User acquisition, re-engagement campaigns (push notifications, in-app messaging), deep linking.
- Mobile Measurement Partners (MMPs): Attribution, fraud detection, privacy considerations (ATT framework).
- Progressive Web Apps (PWAs) & Instant Apps: Strategic advantages and implementation.
- Activities: Auditing an app's ASO, designing a mobile app re-engagement campaign.

### Week 33: Digital Transformation & Change Management (4-5 days)

- Leading Digital Transformation: Frameworks (e.g., Kotter's 8-step), overcoming organizational resistance, fostering a data-driven culture.
- Building High-Performance Digital Marketing Teams: Org structures, talent acquisition, skill development, cross-functional collaboration.
- Budgeting & Financial Management for Digital Marketing: Advanced budget allocation, forecasting, ROI justification for large investments.
- Vendor Management & MarTech Stack Optimization: Evaluating and integrating marketing technologies.
- Activities: Developing a digital transformation roadmap, building a comprehensive annual digital marketing budget.

### Week 34: Crisis Management & Advanced Reputation Management (4-5 days)

- Proactive ORM Strategies: Building digital resilience, anticipating potential crises, preparing response plans.
- Responding to Large-Scale Digital Crises: Stakeholder communication, media relations, legal implications, long-term recovery.
- Dark Social & Advanced Social Listening: Tools and techniques for monitoring hard-to-track conversations.
- Ethical Marketing in a Crisis: Transparency, authenticity, accountability.
- Activities: Simulating a digital marketing crisis and developing a response plan, analyzing major brand reputation case studies.



## Week 35: Agency & Consultancy Management (4-5 days)

- RFP & Pitching Process (Client Side & Agency Side): Developing compelling proposals, evaluating agency pitches.
- Client Relationship Management (Advanced): Building long-term partnerships, managing expectations, conflict resolution.
- Project & Account Management for Complex Campaigns: Agile methodologies, workflow optimization, capacity planning.
- Performance-Based Contracts & Negotiations.
- Activities: Drafting an advanced RFP, preparing a winning agency pitch, negotiating a performance-based contract.

## Week 36: Advanced Level Capstone Project & Defense (4-5 days)

- Students undertake a real-world or highly complex simulated digital marketing challenge for a large enterprise or a new venture.
- This involves: in-depth market analysis, competitive intelligence, a comprehensive multi-channel strategy, advanced budget allocation, detailed measurement plan with predictive KPIs, and a robust change management strategy.
- Executive-level presentation and defense to a panel of industry experts and simulated stakeholders, showcasing strategic thinking, analytical prowess, and leadership capabilities.

## Teaching Methodology:

- **Executive-Level Strategic Workshops:** Intense sessions focused on board-level decision-making, scenario planning, and complex problem-solving.
- **Live Client Engagements (Optional but Highly Recommended):** Students work on actual digital marketing problems for real businesses (under strict faculty supervision and NDA), providing actionable recommendations.
- **Case Competitions:** Participation in competitive scenarios, often judged by industry professionals, requiring innovative and measurable solutions.
- **Mastery of Advanced Tools & Platforms:** Deep dive into enterprise-level tools (e.g., Adobe Analytics, Salesforce Marketing Cloud, Braze, advanced SEO suites, programmatic platforms).
- **Expert-Led Seminars:** Exclusive sessions with CMOs, VPs of Marketing, Data Scientists, and founders discussing cutting-edge trends and leadership challenges.
- **Individual & Group Mentorship:** Each student receives personalized mentorship from a senior industry professional, guiding their capstone project and career development.
- **Rigorous Peer Review & Cross-Functional Collaboration:** Intensive peer review of strategic plans, fostering constructive criticism and interdisciplinary thinking.
- **High-Stakes Presentations:** Frequent opportunities to present complex data and strategies to demanding audiences, honing communication and persuasion skills.
- **Industry Certifications:** Strong encouragement and support for achieving advanced certifications (e.g., Google Analytics Individual Qualification, Google Ads Certifications, HubSpot Marketing Software Certifications).

# Hands -On Learning With AI tools, Office tools, Social Media & Search Engine



Facebook



Instagram



Linkedin



Canva



Twitter/ X



Youtube



Google



AI Tools



Whatsapp



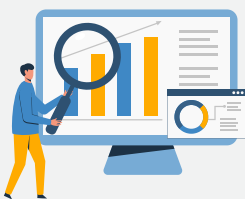
Google  
Business  
Profile



Website



SEO planner



**Google Analytics  
& Tag Manager**



MS office



# Programme Details

## Programme Fee Structure

Awareness Level - 1 Month

10,000 INR + GST

Basic Level - 3 Months

30,000 INR + GST

Advanced Level - 6 Months

60,000 INR + GST

Research Level - 1 Year

1,20,000 INR + GST

## Parameters and Architecture



### Eligibility

- Minimum education: SSLC with ability to read, write, and speak English
- OR Business owners with relevant industry experience



### Evaluation

- Practical projects
- measurable sales impact
- mastery of digital tools
- strategic business insights
- enhanced brand presence
- customer engagement
- competitive market readiness.



### Programme Format

- Offline
- Online
- Personalized

8 participant at a time

## How to Apply ?

Visit : [www.bispageresearch.com](http://www.bispageresearch.com)

Call : +91 73060 47334

“People don't buy what you do;  
they buy why you do it.”

Get In touch



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