

**3 months
Course**

Course on

DIGITAL MARKETING

www.bispageresearch.com



center for Digital Marketing Research



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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.

24

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

Programme Modules

Month 1: Digital Foundations & Strategy (Weeks 1-4)

Theory

- Module 1: Introduction to Marketing Management: Concepts of perceived value, needs, wants, and demand. The **4Ps of marketing** in a digital ecosystem.
- Module 2: Understanding the Digital Customer: Creating customer personas, mapping the customer journey, and identifying customer touch points.
- Module 3: Digital Marketing Strategy: An overview of the **RACE** and **AIDA frameworks** for digital marketing strategy planning, execution, assessment, and refinement.

Practical

- Capstone Project Kick-off: Participants define a business or project for their capstone.
- Practical Application:
- Task 1: Create detailed customer personas and a customer journey map for their Capstone Project.
- Task 2: How to create a content and creative assets. (Hands on with Canva)
- Task 3: Perform a social media audit and develop a social media calendar for their project.
- Task 4: Hands-on with live demos for setting up campaigns on platforms like **Facebook, LinkedIn, and YouTube**.

Assessment

- Graded assignments on persona creation and initial strategy outline.

Programme Modules

Month 2: Channel Execution & Optimization (Weeks 5-8)

Theory:

- Module 4: Search Engines (**SEO & SEA**): Fundamentals of search engines, on-page and off-page SEO, and the role of Search Engine Advertising (SEA) versus SEO.
- Module 5: Social Media & Display Ads: Social media networks and algorithms, types of paid social media ads, and display ad targeting.
- Module 6: Email & Influencer Marketing: Basics of email marketing, best practices for emails, and an overview of influencer marketing and online reputation.

Practical:

- Capstone Project: Participants execute and test their strategies developed in Month 1.

Practical Application:

- Task 1: Conduct keyword research and set up a PPC (Pay-Per-Click) account for their project.
- Task 2: Create ad copy and test bidding strategies within a simulated environment.
- Task 3: Set up and optimize display ad campaigns.
- Task 4: Create and optimize a search campaign using Meta Business suite (Facebook/Instagram, Whats app)

Assessment:

- Graded assignments on campaign setups and a mid-program review of the Capstone Project

Programme Modules

Month 3: Analytics, Refinement & Capstone Finale (Weeks 9-12)

Theory:

- Module 7: Digital Marketing Analytics: Understanding PPC, SEO, and social analytics.
- Module 8: Evaluation & Attribution: Frameworks for evaluation, including ROAS and ROI, and understanding attribution models.
- Module 9: AI in Digital Marketing: Live masterclasses on how AI and Gen AI are used for content creation, social media marketing, SEO, and strategy.

Practical:

- Capstone Project: Participants analyze performance data and refine their strategies.

Practical Application:

- Task 1: Analyze data from their campaign simulations and measure performance against their initial plan.
- Task 2: Perform A/B testing on landing pages or ad creative and present the findings.
- Task 3: Utilize AI tools (as covered in the masterclasses) to optimize content or strategy for their project.

Final Assessment:

- A final presentation and submission of the Capstone Project, demonstrating all learning outcomes from strategy to optimization

Hands -On Learning With Social Media



Facebook



Instagram



Linkedin



Twitter/ X



Youtube



Google



Whatsapp



Google
Business
Profile



Website

Programme Details

Programme Fee Structure

Basic Level - 1 Month

10,000 INR + GST

Intermediate Level - 3 Months

30,000 INR + GST

Advanced Level - 6 Months

62,000 INR + GST

Research Level 1 Year

Upon completion of 6 months course + we provide a Stipend

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

Call : +91 73060 47334



Thank You

Get In touch



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