3 months Course

Course on

DIGITAL MARKETING

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bispage®

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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.

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

We Are Older Than Meta in Marketing.

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

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

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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
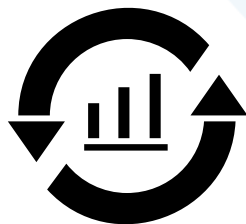
Learning Outcomes

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

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Digital Marketing Foundation Level (3 Months)

This foundational level introduces students to the core concepts of digital marketing, emphasizing mobile-first design, basic data literacy, and the underlying principles needed to navigate the evolving digital landscape.

- Duration: 3 Months (approx. 45 days of classes, 67.5 hours total)
- Target Audience: Beginners with little to no prior digital marketing knowledge, or those seeking a robust foundational refresh.

Modules & Key Topics:

Month 1: Digital Ecosystem & Foundational Strategy

Week 1: Digital Marketing Paradigm Shift (3-4 days)

- The Digital Revolution: Impact on business models, consumer behavior (e.g., "always-on" consumers, micro-moments), and societal interaction.
- Digital vs. Traditional Marketing: A strategic comparison of reach, measurability, personalization, and cost-effectiveness.
- Core Digital Marketing Channels: Deep dive into the purpose and interrelation of SEO, SEM, SMM, Content, Email, Affiliate, Display, Video, and Mobile Marketing.
- Setting up a Professional Digital Workspace: Essential software, cloud collaboration, project management basics (e.g., Trello/Asana introduction).
- Activities: Analyzing digital transformation case studies, mapping a simple customer journey, setting up collaborative work environments.

Week 2: Web Presence & User Experience (UX/UI) Mastery (4-5 days)

- Website Architecture & Technologies: Advanced understanding of domains, hosting, CDNs, SSL, and comparison of CMS platforms (WordPress, Shopify, custom-built).
- User Experience (UX) & User Interface (UI) Principles: Usability heuristics, accessibility standards (WCAG), information architecture, conversion-centric design.
- Mobile-First & Responsive Design: Deep dive into design principles and technical considerations for optimal mobile performance and Google's mobile-first indexing.
- Core Web Vitals: Introduction to page load speed, interactivity, and visual stability as critical ranking and UX factors.
- Activities: Auditing websites for Core Web Vitals, sketching mobile-first wireframes, implementing basic WordPress optimizations.

Week 3: Strategic Content & Storytelling (4-5 days)

- Content Types & Formats: Comprehensive exploration of blogs, articles, infographics, video scripts, podcasts, interactive content, long-form guides, and pillar pages.
- Content Strategy Development: Audience segmentation, buyer personas, customer journey mapping (basic level), content pillars, topic clusters.
- SEO-Optimized Content Writing: Advanced readability, scannability, keyword integration (LSI, semantic SEO basics), compelling headlines, meta descriptions for clicks.
- Content Calendar & Workflow: Using advanced tools for planning, scheduling, and team collaboration.
- Activities: Developing a basic content strategy for a niche, writing SEO-optimized long-form content, peer review for content quality.

Week 4: Social Media Presence & Engagement (4-5 days)

- In-depth Platform Analysis: Strategic use of Facebook, Instagram, Twitter/X, LinkedIn, Pinterest, YouTube, TikTok, Reddit (demographics, algorithm basics, best practices for organic reach).
- Optimizing Business Profiles for Conversion: Advanced profile setup, CTA integration, consistent branding across platforms.
- Content Strategy for Each Platform: Tailoring content (image, video, text) to platform algorithms and audience preferences.
- Community Management & Listening: Tools and techniques for engaging with followers, managing comments, and identifying trends.
- Activities: Developing a multi-platform content calendar, analyzing top-performing posts using native analytics, simulating community engagement.

Month 2: Search Engine Mastery & Foundational Data Analysis

Week 5: Advanced SEO Fundamentals (4-5 days)

- Search Engine Mechanics: Deeper understanding of crawling, indexing, ranking factors, and algorithm updates (Panda, Penguin, Core updates).
- Strategic Keyword Research: Intent-based keywords, competitive keyword analysis, semantic keyword clustering, long-tail opportunity identification.
- On-Page SEO Optimization: Advanced title/meta optimization, comprehensive heading structure, internal linking strategies, image optimization (WebP, lazy loading).
- Technical SEO Essentials: Site speed optimization, mobile usability, HTTPS, XML sitemaps, Robots.txt, canonicalization, basic structured data (Schema.org intro).
- Activities: Conducting a mini-SEO audit, optimizing a provided web page, using Google Search Console to identify basic issues.

Week 6: Off-Page SEO, Local SEO & Reputation (4-5 days)

- Link Building Strategies: Foundational link acquisition techniques (resource pages, broken link building concepts, unlinked mentions), understanding link equity, spam analysis.
- Local SEO & Google My Business: Advanced GMB optimization, local citations, review generation strategies, local search ranking factors.
- Online Reputation Management (ORM): Monitoring brand mentions, responding to reviews (positive/negative), managing online crises (basic).
- Activities: Optimizing a GMB listing, devising a local SEO strategy for a small business, simulating responses to online reviews.

Week 7: Google Analytics (GA4) & Data Storytelling (4-5 days)

- Introduction to GA4 Architecture: Events-based model, data streams, real-time reports, user-centric data.
- GA4 Property Setup & Configuration: Connecting GA4 to websites/apps, understanding data collection.
- Navigating Core GA4 Reports: Deep dive into Acquisition (Traffic Source), Engagement (Events, Conversions, Pages & Screens), Monetization, and Demographics reports.
- Basic Data Storytelling: Extracting actionable insights from data, identifying trends, and presenting findings clearly (e.g., using Google Sheets/Excel for basic charts).
- Activities: Setting up GA4 for a demo site, interpreting data patterns from basic reports, creating a simple performance dashboard.

Week 8: Essential Reporting & Tool Ecosystem (4-5 days)

- Google Search Console Mastery: Advanced use of performance, index coverage, sitemap, and Core Web Vitals reports.
- Introduction to Data Visualization: Principles of good visualization, choosing appropriate charts.
- Overview of Integrated Digital Marketing Tools: Exploring the ecosystem of SEO, PPC, SMM, Email tools (e.g., Ahrefs/SEMrush intro, HubSpot/Mailchimp intro, Canva/Adobe Express intro).
- Basic Digital Marketing Reporting: Crafting succinct weekly/monthly reports, defining key performance indicators (KPIs) for basic campaigns.
- Activities: Generating and analyzing GSC reports, creating simple data visualizations, presenting a concise campaign summary.

Month 3: Performance Marketing & Customer Engagement Basics

Week 9: Performance Marketing: Google Ads Foundation (4-5 days)

- PPC Fundamentals: Pay-Per-Click model, auction dynamics, understanding impressions, clicks, CTR, CPC, CPA.
- Google Ads Account Structure: Campaigns, Ad Groups, Keywords, Ads, Extensions.
- Strategic Keyword Research for PPC: Negative keywords, broad match modifier, exact match vs. phrase match.
- Compelling Ad Copywriting: Crafting high-converting headlines, descriptions, display paths, and strong Calls-to-Action.
- Introduction to Bid Strategies: Manual CPC, Enhanced CPC, and automated bidding concepts (Maximize Clicks/Conversions).
- Activities: Structuring a Google Search campaign, writing multiple ad variations, predicting keyword performance.

Week 10: Social Media Advertising & Funnel Mapping (4-5 days)

- Facebook/Meta Ads Manager Deep Dive: Business Manager setup, Ads Manager interface, campaign objectives (Awareness, Consideration, Conversion).
- Audience Targeting Fundamentals: Demographics, Interests, Behaviors, Connections.
- Ad Creative & Copy for Social Platforms: Best practices for images, videos, carousels, and engaging ad copy tailored to platform and objective.
- Social Media Funnel Mapping: Aligning ad objectives with the customer journey (TOFU, MOFU, BOFU).
- Activities: Building a basic Meta Ad campaign, designing ad creatives, mapping a simple social media ad funnel.

Week 11: Email Marketing Automation & Nurturing (4-5 days)

- Email Marketing Ecosystem: ESP selection criteria, list building ethics, GDPR/CAN-SPAM compliance.
- List Segmentation: Basic segmentation based on demographics, purchase history, engagement.
- Email Design & Copywriting: Mobile-responsive design, personalization techniques, compelling subject lines, body copy, and CTAs.
- Automated Email Workflows: Welcome sequences, basic abandoned cart reminders, simple re-engagement flows.
- A/B Testing Email Elements: Subject lines, CTAs, send times.
- Activities: Designing a series of welcome emails, building a basic email list segment, configuring a simple automated email.

Week 12: Measurement, ROI & Ethical Frameworks (4-5 days)

- Advanced Campaign Tracking: Comprehensive use of UTM parameters, pixel implementation (Meta Pixel, LinkedIn Insight Tag) and basic conversion tracking.
- Understanding ROI & ROAS: Practical calculation and interpretation for different campaign types.
- Digital Marketing Ethics & Privacy: Deep dive into data privacy regulations (GDPR, CCPA, ePrivacy Directive), ethical data collection and usage, transparent marketing.
- Introduction to AI Ethics in Marketing: Bias in algorithms, data privacy, transparency.
- Basic Level Capstone Project: Students develop a comprehensive digital marketing plan for a small business, integrating strategies across channels, with a basic measurement framework.

Teaching Methodology:

- Elevated Lectures: Highly engaging presentations with real-world examples, interactive polls, and short video case studies.

- Intensive Demonstrations: Live, granular walkthroughs of platform interfaces, showcasing features and best practices in detail.

- Mandatory Hands-on Labs: Structured lab sessions where students execute complex tasks on platforms, troubleshoot issues, and reinforce learning through direct application.

- Problem-Based Learning: Presenting mini-scenarios that require students to apply learned concepts to solve common digital marketing challenges.

- Simplified, Actionable Case Studies: Deconstructing successful campaigns, identifying key strategies, and discussing their replicability.

- Consistent Q&A & Peer Tutoring: Dedicated time for in-depth questions, and fostering an environment where students help each other.

- Rigorous Quizzes & Practical Assignments: Weekly assignments requiring practical application (e.g., designing an ad campaign, optimizing a web page, analyzing a basic GA report).

- Integrated Mini-Projects: A series of cumulative mini-projects culminating in a full basic digital marketing plan, encouraging integration of learned concepts.

- Structured Peer Feedback: Training students to provide constructive and detailed feedback on each other's work.

Hands -On Learning With Social Media & Search Engine

Facebook

Instagram

Linkedin

Twitter/ X

Youtube

Google

Whatsapp

Google Business Profile

Website

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Note: Curriculum will change upon the Market Upgradations

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

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Get In touch

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