



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



STRATEGIC DIGITAL AND SOCIAL MEDIA MARKETING



Programme Director: Prof. Saravana Jaikumar L.



Programme Dates: November 11 - 15, 2024



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

In today's digital age, mastering digital and social media marketing has transcended being a mere option to become an indispensable aspect of any firm's marketing strategy. The ubiquity of search engines and the pervasive influence of social media platforms underscore the critical importance of digital channels in shaping public perception, consumer behavior, and ultimately, business success. For professionals in the marketing domain, overlooking digital marketing is not just a missed opportunity but a significant strategic oversight. Digital marketing is far from being a task that can simply be outsourced to agencies. By leveraging digital and social media, organizations can proactively influence consumer perceptions and behaviors, fostering positive engagement with digital audiences and stakeholders. This programme is designed to equip participants with in-depth knowledge of digital marketing tools and strategies, enhancing their skills to devise successful, budget-friendly digital and social media marketing strategies that align with organizational objectives.

OBJECTIVES

- **Equip Participants with Digital Marketing Proficiency:** To provide participants with a thorough understanding of digital and social media marketing tools, including the latest trends and technologies shaping the digital landscape.
- **Cultivate Strategic Digital Marketing Skills:** To guide participants in crafting and executing effective digital and social media marketing strategies that are aligned with organizational goals, ensuring they can navigate the complexities of the digital marketing ecosystem.
- **Enhance Analytical and Measurement Capabilities:** To develop participants' ability to quantitatively assess and optimize the effectiveness of digital and social media marketing efforts, employing advanced web analytics, A/B testing, and other data-driven decision-making tools.
- **Integrate Digital Strategies for Holistic Growth:** To teach participants methods for seamlessly integrating digital marketing strategies into the broader marketing and business framework, fostering sustainable business growth and enhancing competitive advantage.



KEY TOPICS

- **Comparative Analysis of Traditional and Digital Marketing** - A deep dive into how digital marketing strategies contrast with traditional methods and the advantages they bring to modern businesses.
- **Crafting a Digital Marketing Strategy** - Guiding principles for developing a robust digital marketing strategy that aligns with business objectives.
- **Establishing a Digital Foundation for the Firm** - Essential insights on creating an omnichannel presence and integrating digital systems tailored for specific business models, such as restaurants.
- **Mastering Search Engine Marketing** - An exploration of the Google Ecosystem, including search tactics, Search Engine Optimization (SEO), and Search Engine Marketing (SEM).
- **Developing a Social Media Marketing Strategy** - Strategies for leveraging social media platforms to engage audiences and achieve marketing goals.
- **Navigating the Meta Ecosystem** - Best practices for utilizing Facebook, Instagram, and WhatsApp to maximize marketing efforts.
- **Innovative Content Marketing Strategies** - Techniques for crafting compelling content that engages and converts audiences across digital platforms.
- **Leveraging Web Analytics and A/B Testing** - An introduction to using analytics and A/B testing to inform and optimize digital marketing strategies.
- **Implementing Remarketing Techniques** - Strategies for re-engaging visitors through targeted marketing efforts to boost conversions.
- **Effective Video Marketing** - Insights into creating impactful video content for platforms like YouTube and leveraging the power of stories.
- **Understanding Pricing for the Digital Consumer** - Strategies for pricing optimization in the digital space to attract and retain consumers.



PEDAGOGY

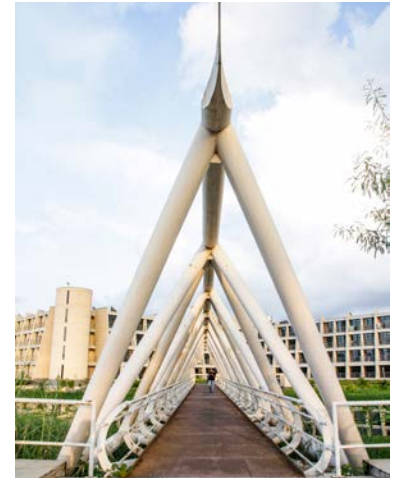
The programme utilizes a blend of interactive case studies (examples and cases from Indian and Global context), strategies adopted by successful firms in the country (both B2B and B2C), hands-on exercises, and expert-led lectures to equip participants with practical skills and strategic insights in digital and social media marketing.



WHO MAY ATTEND

This programme is ideally suited for a diverse range of professionals eager to enhance their digital marketing prowess, including:

- Marketing professionals seeking to deepen their understanding and application of digital marketing strategies.
- Entrepreneurs aiming to establish or elevate the digital marketing framework within their businesses.
- Senior professionals desiring to lead digital marketing initiatives and integrate them into their organization's strategic objectives.
- Experienced digital marketing practitioners looking to update their skillset with the latest trends, insights, and strategies for optimal business performance.



PROGRAMME DIRECTOR:

Dr. Saravana Jaikumar L. is an Associate Professor in Marketing area at IIM Calcutta. He is a Fellow (Ph.D.) of Marketing from IIM Ahmedabad and MBA from Cardiff Business School, UK. His research work has been published in reputed international journals including Journal of Advertising Research, Journal of Business Research, Marketing Letters and Journal of Product and Brand Management. He is interested in research related to pricing, pharmaceutical price regulation, and consumer behavior at the 'bottom of the pyramid'. His research work is mainly quantitative in nature and includes application of machine learning and artificial intelligence techniques to resolve marketing issues.



PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on November 11, 2024
- Programme Conclusion:** 2:00 PM on November 15, 2024
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** November 10, 2024 (6:00 PM onward)
 - **Check-out:** November 15, 2024 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 1,25,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,15,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in