



Under the aegis of Vijayam Educational Trust

CATALYST COLLEGE

(A Unit of CIMAGE Group of Institutions)

Institution approved by Education Department, Government of Bihar, Affiliated to Patliputra University, Patna



Ref: CC/WRSP-NOT/2124/29

Date: 21-09-2021

NOTICE

This is to inform all the Students that a workshop on Workshop on Digital Marketing Strategy and Executions will be organized on 10.11.2021 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal

[Signature]
Principal
CATALYST COLLEGE
Plot No. C-16(P) Patliputra Industrial Area
Patliputra, Patna-13

Plot No.C16(P), Patliputra Industrial Area
Patliputra, Patna- 800013

(+91) 7250767676

megha@cimage.in



Date:10-11-2021

Workshop Title

Workshop on Digital Marketing Strategy and Executions

Number of Students Participated: 56

Objective:

This workshop aims to equip entrepreneurs, marketers, and business professionals with the knowledge and skills required to craft and execute a powerful digital marketing strategy. Participants will learn how to build an actionable plan, optimize various channels (SEO, social media, email marketing, etc.), and implement tactics that deliver measurable results.

Model 1. Introduction to Digital Marketing Strategy

- Understanding the difference between strategy and tactics.
 - The role of digital marketing in modern business success.
 - Why every business needs a digital marketing strategy.
- Components of a Digital Marketing Strategy:
 - Market Research: Understanding your audience, competitors, and industry trends.
 - Goal Setting: Defining SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).
 - Target Audience: Creating buyer personas and segmenting your market.
- Aligning Business Goals with Digital Marketing: How to ensure that your digital marketing efforts align with your business objectives.

Model 2. Building the Digital Marketing Plan



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- Defining Your Unique Value Proposition (UVP): Why your brand is different and how to communicate that.
 - Choosing the Right Digital Channels:
 - Website, Social Media, Email, SEO, Content Marketing, Paid Ads, Affiliate Marketing, etc.
 - How to determine where your target audience spends their time and which platforms are best for your business.
 - Channel Integration: How to create a cohesive, cross-channel strategy that works together (e.g., integrating social media campaigns with content and email marketing).
 - Content Strategy: Planning and creating content that resonates with your audience and drives results.
 - Blogging, videos, infographics, case studies, and more.
 - The role of storytelling and how to create engaging content.
 - Creating a Content Calendar: Planning for regular, consistent content across multiple platforms to keep your audience engaged.
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Model 3. Search Engine Optimization (SEO) for Success

- SEO Basics: Understanding how search engines work and why SEO is critical for your strategy.
 - On-Page SEO: Optimizing your website content for relevant keywords, meta tags, headlines, and internal linking.
 - The importance of quality content and optimizing for user intent.
 - Off-Page SEO: Building backlinks, engaging in guest blogging, and leveraging social signals.
 - Technical SEO: How to ensure your website is technically optimized for search engines (site speed, mobile optimization, structured data, etc.).
 - Local SEO: How to optimize for local searches, Google My Business, and local citations.
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Model 4. Social Media Marketing Strategy



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- Choosing the Right Social Media Platforms: Overview of platforms like Facebook, Instagram, LinkedIn, Twitter, and TikTok, and how to select the best fit for your business.
 - Social Media Content Strategy:
 - Types of content that work on different platforms (posts, stories, videos, live streams).
 - Frequency and timing: How often should you post, and when is the best time?
 - Building Engagement and Community: How to engage followers, build brand loyalty, and create a community.
 - The importance of responding to comments, messages, and creating interactive content.
 - Paid Social Media Advertising: Basics of running effective paid campaigns on Facebook, Instagram, LinkedIn, and others.
 - Budgeting, targeting, ad formats, and measuring ad performance.
 - A/B testing and optimization.
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5. Email Marketing & Automation

- Building and Segmenting Your Email List: How to grow and organize your email list for targeted outreach.
 - Crafting Compelling Email Campaigns: Writing subject lines, creating valuable content, and designing engaging emails that convert.
 - Email Marketing Automation: How to set up automated workflows (welcome emails, lead nurturing, post-purchase follow-up).
 - Using tools like Mailchimp, HubSpot, or ActiveCampaign for email automation.
 - Measuring Email Marketing Success: Open rates, click-through rates (CTR), conversion rates, and A/B testing.
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6. Paid Advertising (PPC) Campaigns



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- Google Ads: How to run effective pay-per-click (PPC) campaigns on Google Search and Display Networks.
 - Keyword research and bidding strategies.
 - Writing effective ad copy and selecting the right landing pages.
 - Social Media Advertising: Running effective paid campaigns on Facebook, Instagram, LinkedIn, and Twitter.
 - Budgeting, targeting, and using retargeting to boost conversions.
 - Measuring Ad Performance: How to track ROI, CPA (cost per acquisition), and other key performance indicators (KPIs).
 - Tools for monitoring ad campaigns (Google Analytics, Facebook Ads Manager, etc.).
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Model 7. Analytics & Measuring Success

- Setting Up Tracking: How to set up Google Analytics, Facebook Pixel, and other tracking tools to measure campaign performance.
 - Key Metrics to Track:
 - Website traffic, conversion rates, bounce rates, and more.
 - Social media engagement: Likes, shares, comments, reach, etc.
 - Email marketing performance: Open rates, CTR, unsubscribes.
 - Analyzing Data and Making Adjustments: How to interpret the data, identify trends, and make data-driven decisions to improve your campaigns.
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Model 8. Execution: Bringing It All Together

- Developing Your Action Plan: How to translate your strategy into a step-by-step execution plan.
 - Setting timelines, assigning responsibilities, and managing resources.
- Execution Tips: Overcoming challenges and staying on track.
 - How to stay consistent and avoid common pitfalls (lack of content, poor targeting, etc.).



- Tools for Execution: Overview of tools like project management software (Trello, Asana), social media schedulers (Buffer, Hootsuite), and analytics tools to streamline execution.
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Key Takeaways:

- Actionable Strategy: Understand how to build a digital marketing strategy aligned with business goals.
 - Optimized Campaigns: Learn how to optimize digital channels for traffic, leads, and conversions.
 - Data-Driven Decisions: Gain the skills to analyze results and refine your approach for continuous improvement.
 - Comprehensive Skillset: Walk away with a holistic understanding of digital marketing, from SEO to paid ads and email marketing.
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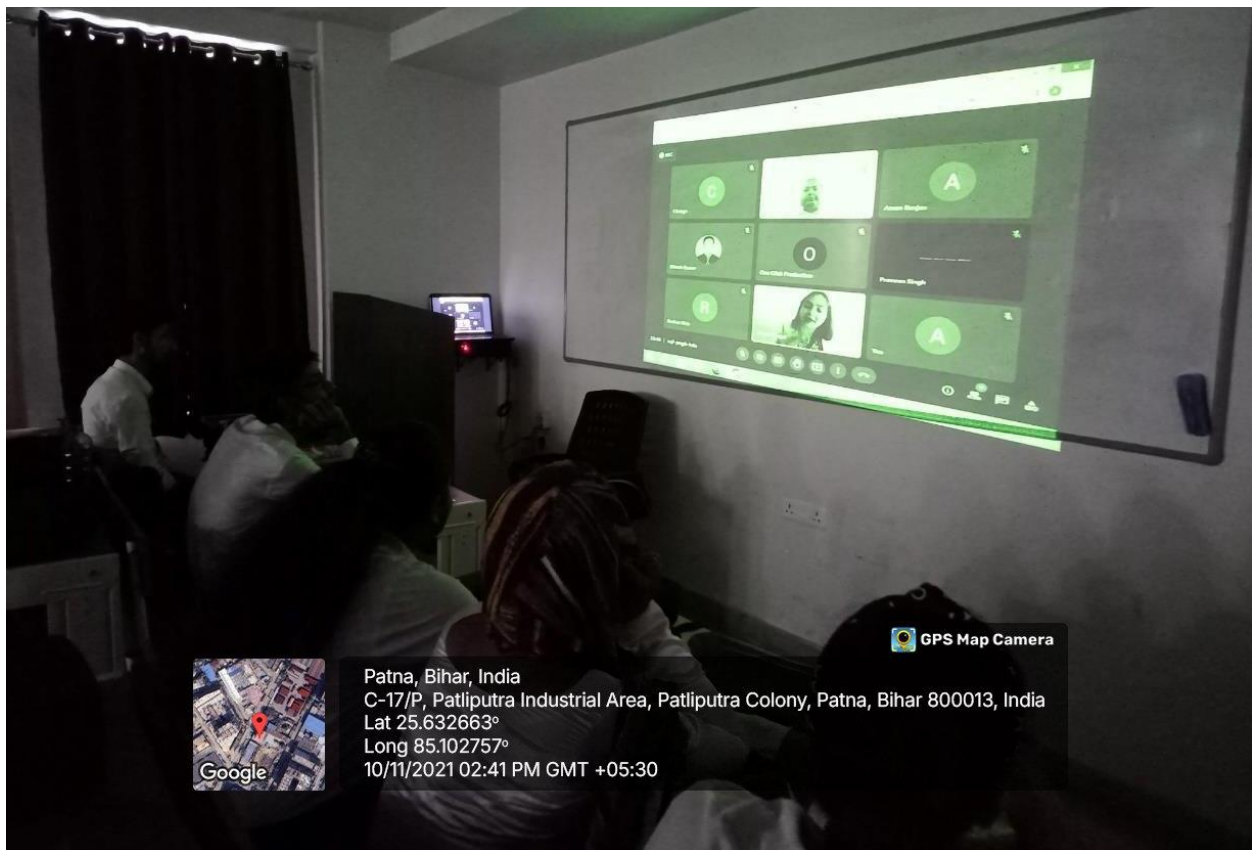
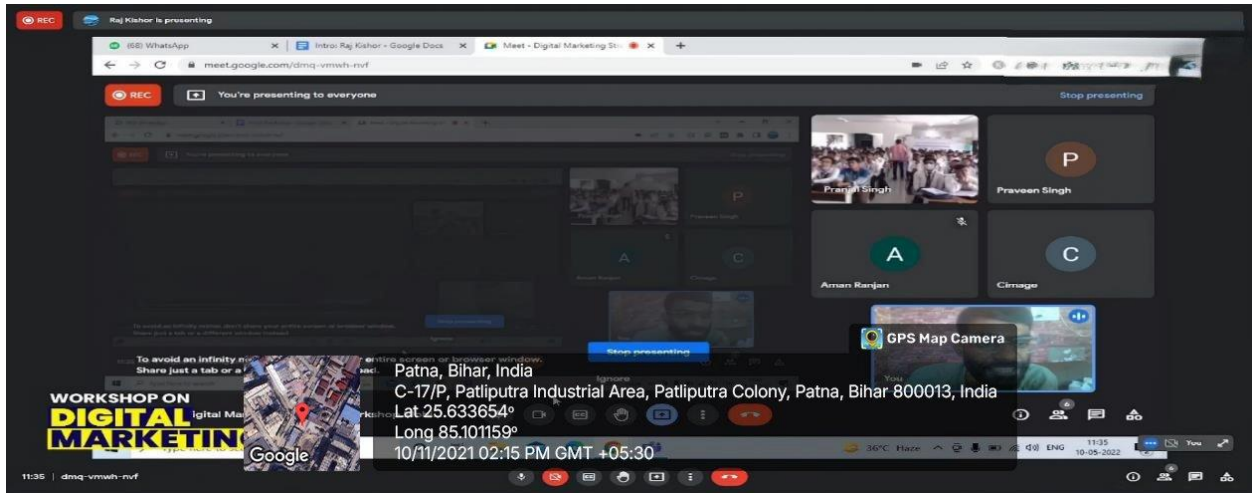
Tools & Resources Provided:

- Digital Marketing Checklist: A comprehensive checklist for creating and executing your strategy.
- Templates: Content calendars, email marketing templates, and social media post templates.
- Further Learning: Recommended blogs, books, and tools for continued learning.
- Bonus Resources: Exclusive access to video tutorials on key topics like Google Ads, SEO tools, and analytics software.



Workshop on Digital Marketing Strategy and Executions

Date:10/11/2021



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One Click Production is presenting

How to dominate Google with SEO

What is SEO?

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines

Example:

1. Brand awareness
2. Local customers
3. Build credibility and trust

WORKSHOP ON DIGITAL MARKETING

GPS Map Camera

Patna, Bihar, India
C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
Lat 25.631493°
Long 85.101537°
10/11/2021 02:32 PM GMT +05:30

34°C Partly sunny

12:56 | dmq-vmwh-mvf

Digital John is presenting

WHAT IS A CONTENT MARKETING?

Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to **attract** and **retain** a clearly defined audience — and, ultimately, to drive **profitable** customer action. -CMI

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GPS Map Camera

Patna, Bihar, India
C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
Lat 25.632673°
Long 85.106277°
10/11/2021 02:37 PM GMT +05:30

mathematics teacher, then you are creating content on videos

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Registration

For Workshops/Seminars/Conferences during Academic Year 2021-2022

Workshop on Digital Marketing Strategy and Executions

(10 November 2021)

S. No.	ID	Name of the student	Student's Signature
1	445-6838	Amar Kumar Jaiswal	Amar Kumar
2	445-7248	Gulshan Kumar	Gulshan
3	445-6901	Himanshu Raj	H. Raj.
4	445-6925	Jyoti Kumari	Jyoti Kumari
5	445-7453	Kalpana Kumari	K. Kumari
6	445-7404	Kalyan Kumar	Kalyan
7	445-7003	Manish Ranjan	Manish Ranjan
8	445-7021	Md Imran	Imran
9	445-6921	Muskan Malhotra	Muskan malhotra.
10	445-6999	Praveen Kumar	Praveen kr.
11	445-6930	Priyanshu Kumari	Priyanshu kr.
12	445-7037	Rajan Raj	Rajan.
13	445-7386	Rajesh Kumar	Rajesh kr.
14	445-6961	Rajiv Kishor Singh	Rajiv Kishor
15	445-6868	Rajnikant Kumar	Rajnikant.
16	445-6978	Rajshi Shah	Rajshi Shah
17	445-6957	Ravi Ranjan Kumar	R. R. Kumar
18	445-7025	Rohit Kumar	Rohit kr.
19	445-7351	Sanju Kumari	Sanju Kumari
20	445-6995	Subham Kumar	Subham.
21	445-7005	Sunil Kumar	Sunil kr.
22	445-7291	Supriya Kumari	Supriya
23	445-6989	Surabhi Kumari	Surabhi
24	445-6967	Swarnika Kumari	Swarnika Kumari
25	445-7666	Vikram Kumar	Vikram.
26	445-7009	Divya Kumari	Divya Kumari
27	445-7426	Aditya Kumar	Aditya.
28	445-7425	Sunny Kumar	Sunny Kumar
29	445-7236	Golu Kumar	Golu kr.
30	445-7429	Seema Kumari	Seema.
31	445-7244	Riya Kumari	Riya Kumari
32	445-7115	Sakshi Kumari	Sakshi kr.



33	445-7427	Sidhant Kumar	Sidhant
34	445-7422	Vishwjeet Kumar	Vishwjeet
35	445-7420	Veer Gupta	Veer Gupta
36	445-6983	Aabha Kumari	Aabha.
37	445-6965	Aarti Kumari	Aarti
38	445-6997	Abhishek Kumar	A. K.
39	445-7018	Abhishek Paswan	Abhishek Paswan
40	445-6838	Amar Kumar Jaiswal	A. K. Jaiswal
41	445-7248	Gulshan Kumar	Gulshan
42	445-6901	Himanshu Raj	Gulshan Kumar
43	445-6925	Jyoti Kumari	Jyoti
44	445-7453	Kalpna Kumari	K. K.
45	445-7404	Kalyan Kumar	Kalyan
46	445-7003	Manish Ranjan	Manish
47	445-7021	Md Imran	Md. Imran.
48	445-6921	Muskan Malhotra	Muska Malhotra
49	445-6999	Praveen Kumar	P. Kumar.
50	445-6930	Priyanshu Kumari	P. Koi
51	445-7037	Rajan Raj	Rajan Raj
52	445-7386	Rajesh Kumar	Rajesh.
53	445-6961	Rajiv Kishor Singh	Rajiv Kishor
54	445-6868	Rajnikant Kumar	R. K.
55	445-6978	Rajshi Shah	Rajshi
56	445-6957	Ravi Ranjan Kumar	Ravi Ranjan


 (Sign.)
 Course Coordinator