



SCHOOL OF MANAGEMENT STUDIES PUNJABI UNIVERSITY, PATIALA

# MANAGEMENT DEVELOPMENT PROGRAMME

ON

## Digital Marketing and Personal Branding

7-11 JANUARY, 2020



*The Management Development Programme (MDP) was designed to provide a solid foundation for the Students, Academicians, Start-up-owners, Freelancers, Business Development Managers, etc who are new to digital and social media or those wanting to broaden their understanding. The course focussed on sharing the latest trends, best practices and technologies for effective digital and social media marketing. It provided in-depth knowledge on digital and social media marketing and analytics: how to plan, implement and measure a digital marketing and social media strategy to create awareness, generate leads and ultimately drive sales.*

**On Page Optimization:**

- Structure of website for better ranking
- Image optimization
- Keyword Researching
- Meta description & other relevant tags
- Content Structure

**Off Page Optimization:**

- Link Building Strategies
- Blog submission
- Image submission
- Press Release etc.

**Facebook & Instagram:**

- How to create profiles on different social media platforms
- Tools to create post designs Content Structure
- Finding the right platform for promotions
- How to reach a wider audience

**Performance:**

- Check the number of readers on your website
- Check Visitors device (Mobile, Desktop)
- Which page is most like by users?
- How long visitors stay on your website?