



# LATEST CONCEPTS IN DIGITAL MARKETING

## CURRICULUM

### WEEK 1 :

#### FOLLOW THE TRENDS

1. Trends in digital marketing
2. AI and CRM in delivering customer experience
3. Customer journey and marketing touchpoints
4. Campaigns and marketing automation

### WEEK 2:

#### THINK STRATEGICALLY

5. Your Aquarium experiment
6. Your Buyer Persona
7. Your Digital Engagement Canvas
8. Your Digital Audit

### WEEK 3:

#### EXECUTE

9. SEO Audit
10. E-commerce presence
11. Social Media presence
12. Let it fly!