NSE Academy

Grant Thornton

Online Self-Paced Course

DIGITAL MARKETING AND AUTOMATION

Duration of 50 Hours
access anytime and anywhere

1-Year of Access
Get LMS access for one year

Completion Certificate
Jointly issued by NSE Academy &
Grant Thornton Bharat

Program Fees
Rs 20,000/-
+Taxes*

Enroll Now!

This programme provide participants with an in-depth understanding of digital marketing and AI automation techniques. In this course, you will learn to develop strategic marketing plans, create compelling content and execute successful campaigns by leveraging AI to maximise efficiency. You will also gain hands-on experience with cutting-edge tools to help you analyse marketing data and automate different operations for enhanced efficacy and efficiency.

Modules

Digital marketing
1. Introduction to digital marketing
2. Developing the digital marketing plan
3. Building an audience for the campaign
4. Messaging strategy and content creation
5. Managing organic marketing
6. Managing Meta advertising
7. Managing Google advertising
8. Understanding other leading advertising platforms
9. SMS and email marketing

Marketing automation
1. Fundamentals of marketing automation
2. Resources and technology for automation
3. Email marketing automation
4. Social media marketing automation
5. Digital advertising automation
6. Mobile and app promotions

Contact Details

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Disclaimer

About Grant Thornton Bharat LLP

Grant Thornton Bharat (GT) is truly a global organization with 62,000+ people in more than 130 countries. No matter, how big the organization or the international challenges you face, GT has the resources to match and provide solutions. The organization has member firms in over 130 countries worldwide. It is ranked one of the top six firms in 88 markets around the world and established in all major business centres and emerging markets.

The organization serves India region with 13 offices in all major cities with more than 15,000 people.

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About NSE Academy

NSE Academy Limited is a wholly owned subsidiary of the National Stock Exchange of India Limited (NSE). NSE Academy Limited enables the next generation of BFSI and FinTech professionals with industry aligned skills – through capacity building programs and certification courses, powered by an online examination and certification system. The courses are well-researched and carefully crafted with input from the industry professionals.

NSE Academy Limited works closely with reputed universities and institutions across India in building a competent workforce for the future of BFSI and FinTech.

NSE Academy Limited also promotes financial literacy as an essential life skill among youngsters – a contribution towards financial inclusion and wellbeing.