



One Month Course

Digital Marketing for Social Sector Professionals



4th, 11th, 18th & 25th
September 2021



2:30 PM to
5:30 PM

Context and Course:

When you think of your favorite brand what comes to your mind first? Their logo, the tagline, their social media presence, success stories or their impact numbers?

Online brand building has increasingly become popular because of the exposure it provides to organizations to reach a wider audience with different levels of interests and beliefs, thus attracting more eyeballs on their ongoing initiatives. It has largely taken over the conventional in-person marketing strategies. 22% of People are more likely to donate to a Branded Charity V/s a Non Branded Charity. Hence, reputation management has now more than ever become an area of concern for any public-facing organization.



Understanding that online brand building comes with a lot of challenges intrinsic to the organizations, CSRBOX introduces an exclusive 1-month course on **Digital Marketing for Social Sector Professionals** that intends to tackle the bottlenecks of the digital marketing space.

The bespoke short-term course curated by Mr. Ashutosh Bharadwaj, Head of marketing at Kool Kanya Pvt. Ltd. will equip the participants with the essentials of digital marketing and will help organizations in crafting an exceptional marketing strategy for 2021 and beyond.

What will you learn?

- The fundamentals of digital marketing - from the basics to advance, specifically for the social sector
- Jargon free basic and advanced SEO - how to increase brand awareness and reputation by managing your brand search engine result page
- Understanding local SEO & branding opportunities + Google my business
- Understand your customers / clients by doing keyword research
- Basics of online reputation management
- Website & web page structure & how to write website content in 2021
- Social media for the social sector
- Key digital marketing metrics & their application
- How to run digital ads like a pro - Facebook/ Instagram ad manager & Instagram in app promotions

Bonus

Hands-on activities

- Online reputation audit + GAP analysis - online brand building exercise
- SEO for wordpress sites - master the Yoast SEO tool
- Secrets to local SEO success - even without a website
- Keyword research technique that you should use all the time



Whom is this course for?

NGO owners/proprietors

Demystify how you can make digital work for your brand. Understand the online behavior of people, how they evaluate an organization and how you can earn their loyalty & trust.



Communication Teams/ Marketing Heads

The online world is already cluttered. Techniques that worked a few years ago are now obsolete. If you really want to supercharge marketing, this course will teach you the fundamentals and then introduce you to advanced online marketing techniques.



Professionals/ Students

This course is useful for anyone who wishes to explore the digital marketing space and take their brand to greater heights from the grounds up.



Certificate

You will earn a certificate on completing all the modules and fulfilling the evaluation criteria of the online course on Digital Marketing for Social Sector Professionals. It will be sent to you on your registered e-mail ID within 20 working days of the course completion.

What is the eligibility for the e-certificate?

Certificate will be awarded to participants who fulfil the following criteria:

- 75% attendance (must attend 3 out of 4 classes)
- Participation in all activities and assignments



Course Outline

Day 1

Introduction to digital marketing for the social sector

- a. Step 1 - how to get people on your webs asset
- b. Step 2 - how to make them do the desirable thing

SEO part 1 - from basics to advance

- a. How search engines work
- b. The search engine result page & opportunities
- c. Keywords & links - the cornerstone of SEO
 - i. How to do keyword research in 2021
 - ii. How to build links like it's 2021 (Assignment)

Q & A and doubts

Day 3

Digital ads - basic to advance Facebook & Instagram ads

- a. Digital marketing metrics demystified (CPCs, CTRs etc)
- b. How to run ads hands on
- c. Tricks I learnt by running ads worth crores for multiple industries

Q & A and doubts

Day 2

Activity - online reputation

- a. Do an online reputation audit
- b. Competition & GAP analysis (Assignment)
- c. Exploit opportunities

Website basics

- a. Options to create a website CMS vs custom website
- b. Website structure
 - i. What pages to create?
 - ii. UX basics - the structure of a webpage
 - iii. How to write website content

Social media for the social sector

- a. How to choose the right channels for your organization
- b. Introduction to Instagram
- c. Instagram in app promotions - powerful tool to promote your page to more for less

Q & A and doubts

Day 4

Google my business & SEO

- a. Hands on for setting up an amazing Google My Business profile
- b. How to rank high on local search

Yoast SEO & Google search console basics

- a. How to optimize your wordpress website using Yoast SEO plugin
- b. Basics of Google Search Console & how it can help you in managing site SEO

A primer on digital strategy

Q & A and doubts

Course Structure

Format: Intensive classes using whiteboard and marker

Number of classes: 4 classes of 3 hours each

Level: Intermediate to advanced

Digital marketing proficiency required: Basic knowledge of digital marketing is enough as I will be talking about every concept right from the beginning.

Course Facilitator

Ashutosh Bharadwaj

B.E & PGDM in International business

Head of marketing at Kool Kanya Pvt. Ltd.

Previously the VP of Marketing at Josh Talks, Mr. Ashutosh has spent nearly a decade building marketing teams from the ground up, for corporates, start-ups and small businesses. He has hired, trained and set up processes across industries like social impact, online content, home services, fashion, filmmaking, industrial goods, medical equipment & education. Currently, he heads marketing at Kool Kanya, an online career community for women.



As part of his work at Josh Talks, he was involved with marketing this social impact media organization to the government and private corporate foundations that included digital brand building and outreach to key officials and executives for tie ups and collaborations. He also headed teams that ran high budget social impact ad campaigns for an international multilateral intergovernmental organization.

He has also been a guest faculty at the prestigious Shri Ram College of Commerce, Delhi University where he taught a course in digital marketing. He has been training and coaching since 2015 and has taught company owners and marketing professionals the nuances of marketing in a connected world and how it can help businesses generate revenue & maximize marketing ROI.

Fee and Registration

Early Bird: INR 5,500 (till 11th August)

Standard: INR 6,500 (from 12th August onwards)

Registration Deadline: 31st August 2021 (subject to availability of the seats)

Registration Process (Limited Seats)

Online Payment

Please click here <https://bit.ly/3iamPPM> for registration page and online payment
NEFT/ Bank Transfer

Download the offline form from here <https://bit.ly/3ekNEzn> and fill your details. Once completed please send the same along with payment receipt to somya@csrbox.org

Bank Details for Payment Transfer

Account Name: Renalysis Consultants Pvt Ltd.

Bank Name: HDFC Bank Ltd

Branch: Shikohpur (Haryana)

Account Type: Current Account

Bank Account Number: 50200008642388

IFSC CODE: HDFC0003526

Contact

Somya Trivedi

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For any immediate escalations or to know more about the Impact Academy, please feel free to write to pooja@csrbox.org

Terms & Conditions:

Registration fee is non-refundable; however, the nominee's name can be changed.

Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days. You will receive the details to access the online masterclass along with reading material latest by 2nd September 2021.