

DIGITAL STRATEGY FOR BRAND MARKETING

Course Outline





Course Overview:

Establish a digital presence by building a brand and increase customer engagement with the help of this Digital Strategy for Brand Marketing course. This digital strategy course will help you create digital marketing strategies to execute and manage branding campaigns.

Course Highlights:

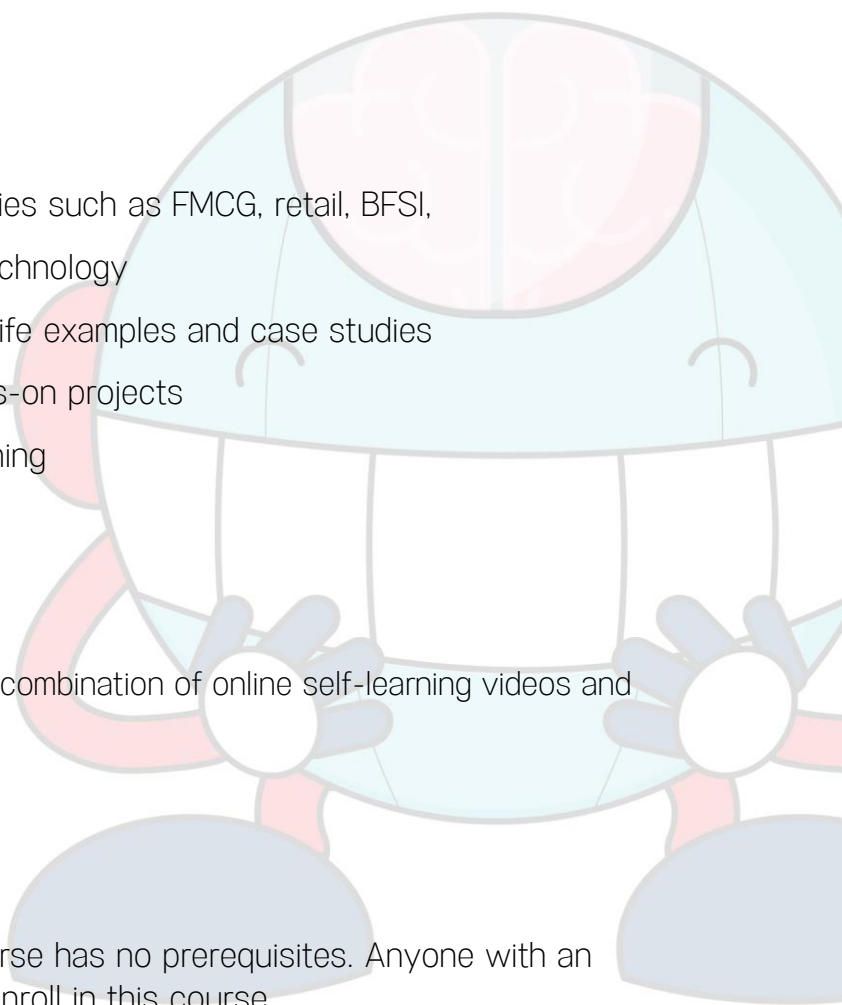
- 3+ hours of self-paced learning
- 5+ hours of instructor-led training
- Knowledge relevant across industries such as FMCG, retail, BFSI, ecommerce, pharmaceuticals, or technology
- Understand applications with real-life examples and case studies
- Course-end assessment and hands-on projects
- Lifetime access to self-paced learning

Course Delivery Method:

This online bootcamp course consists of a combination of online self-learning videos and live instructor-led classes.

Prerequisites:

This Digital Strategy Brand Marketing course has no prerequisites. Anyone with an interest in the brand marketing field can enroll in this course.





Skills Covered:

- Brand management
- Brand strategy
- Brand value proposition
- Digital marketing

Who Will Benefit:

Business graduates, marketing managers, digital marketing managers, and marketing professionals can take up this course to gain an understanding of brand marketing in digital scenarios.

Key Learning Outcomes:

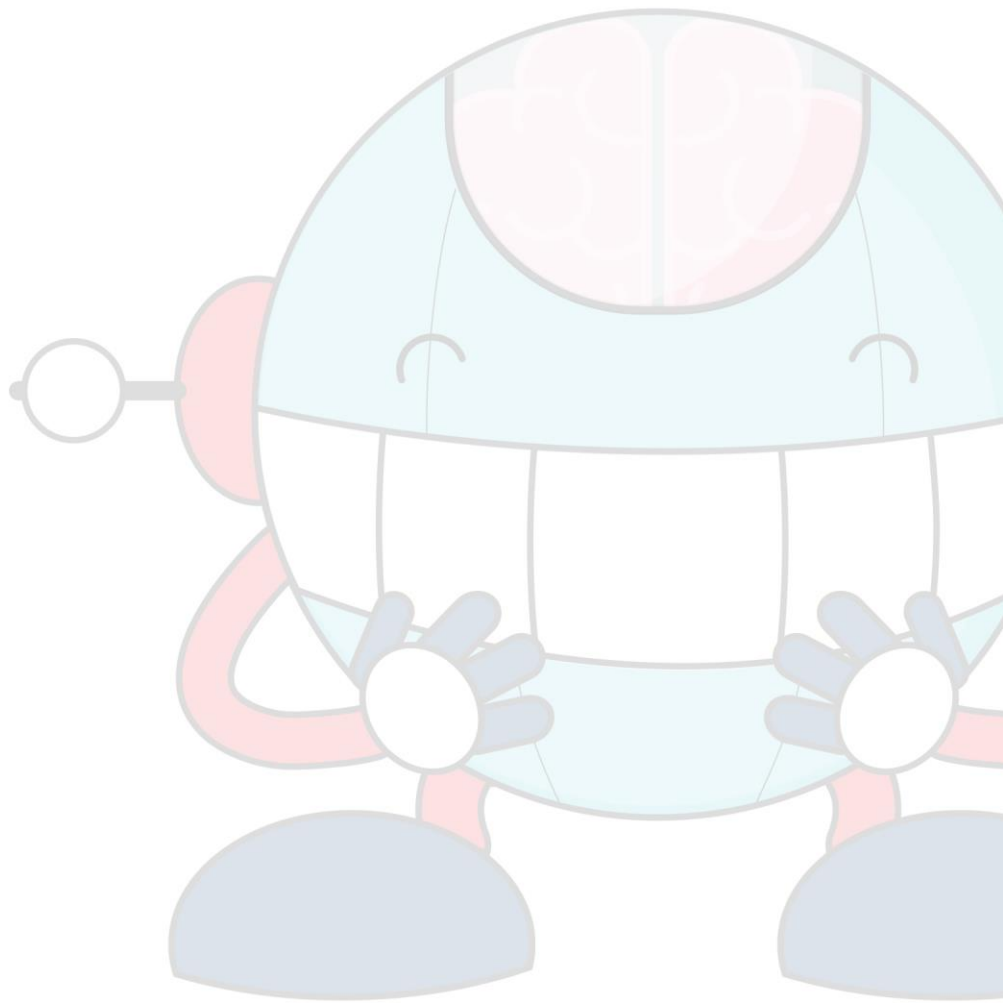
This Digital Strategy for Brand Marketing course will help you with the following:

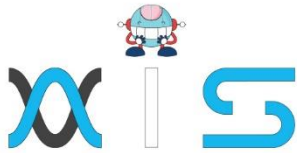
- Leverage brand marketing in the digital era
- Build brands and create brand value propositions
- Create and manage brand marketing campaigns across all digital channels and platforms
- Measure brand value by determining key performance indicators
- Manage the agency relationship for your brand
- Track consumer and market insights with help of metrics like sales volume, market share, profit projections, pricing, and distribution
- Develop brand standards and usage guidelines



Certification Criteria:

Attend one live virtual classroom batch or complete or complete 85 percent of online self-paced learning to unlock the certificate.





AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners



SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.



Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.

Technology Partner



Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates



PECB

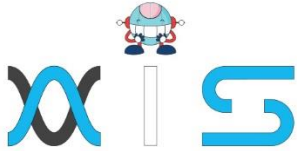
SDI Service Desk Institute

EC-COUNCIL

MIT Massachusetts Institute of Technology



P PURDUE UNIVERSITY



The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

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