



# Digital Marketing Bootcamp

## Online Immersion Experience

Create a comprehensive  
**Digital Marketing Strategy**  
tailored for financial services

**Learn as you Do**  
like in an 'on-the-job training'

Prior technical knowledge  
NOT required!!!



**Digital Marketing Spends** in India in 2023 was over **Rs. 30,000 crore**, a remarkable 30% increase from last year

ET | Brand Equity.com

## — Digital Marketing Bootcamp —

**Online Immersion Experience**  
on the disruptive data science & technologies

Engage in a **Hands-on Project**  
Develop insights for **real-world application**  
as you progress through the **project milestones**

### — You will learn to —

- Choose Optimal Marketing Communication Mix
- Craft Content Marketing Strategies
- Launch Effective Social Media Campaigns
- Optimise Blogs, Search Engines
- Evaluate Performance of Campaigns

 **5 days**  
5 hours a day

 **Weekends**  
SAT & SUN

 **Live Online**

 Batches starting from  
**6<sup>th</sup> July 2024**

# — The Project —

Develop a comprehensive **Digital Marketing Strategy** for marketing financial services

## — Tools and Software —



## — Project Milestones —

**Day 1** Identify the channels and methods effective in financial services marketing | Outline compliance essentials

**Day 2** Craft a content marketing strategy | Optimize a financial article or blog post for search engines

**Day 3** Design a social media campaign | Develop an email marketing template that meets compliance standards

**Day 4** Analyze customer data to personalize a marketing campaign | Discuss the implications of data privacy laws

**Day 5** Present the digital marketing plan with objectives, target audience, segmentation, channels, and evaluation metrics

**Desktop or Laptop required**

Prior technical or coding knowledge NOT required

# Get Mentored by successful **Tech Leaders**



Our Mentors hold a  
rich professional experience of  
**leading technological innovations**  
in diverse sectors

# — Credential —



**Add value to your CV**  
with a Certificate from NSE Academy

## Bootcamp Fees

₹ **8,000 /-**

inclusive of GST

(Fee Break-up: Rs. 6,780 + GST)

**Enroll NOW** 🖱️

Batches will commence once fully enrolled



# About **National Stock Exchange**

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NSE is an **institution of national importance** with international stature. It is a trusted market infrastructure institution with high standards of corporate governance. A homegrown brand with a global vision, NSE is counted as **one of the world's largest exchanges** and a catalyst for driving India's economic growth.

## NSE: **A Pioneer in Technology**

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NSE ensures the reliability and performance of its systems through a culture of **innovation and investment in technology**.

A few technological innovations at NSE



First Exchange in India to implement  
**Electronic or Screen-based Trading**



**State-of-the art Technology Platform**  
that offers robustness, safety and resilience for trading



Transparent, immutable e-voting for corporates using  
**Blockchain Technology**



**Cloud-based Research Facility**  
to encourage research based on  
Indian capital markets

# About NSE Academy

NSE Academy is a **wholly-owned subsidiary of the National Stock Exchange**. We enable the next generation of BFSI and FinTech professionals to acquire industry-aligned skills – through capacity-building programs and certification courses. Our courses are well-researched and carefully crafted with inputs from industry professionals.



For more information

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## NSE Academy Limited

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