



Digital Marketing Simulation Tools 2020

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Introduction

Introduction

DIGITALMANTRA SIMULATION TOOL FOR DIGITAL MARKETING

DST is India's first Digital Marketing Simulation Tool. It simulates the experience of online ad management across global platforms like Google, Yahoo, Bing, into one Gamification platform which provides space to young marketers to escalate their journey of a professional digital marketer by getting hands on practical experience.

The tool covers all the characteristics of an online ad account such as –

- Creating Campaign
- Participants run for **Simulated Auction**
- Real Time **Optimization**
- Optimization **Reports** & Comparison
- Opportunity of **"Learning by Doing"**

The tool covers all the characteristics of an online ad account such as –

- ▶ Creating Campaign.
- ▶ Participants run for Simulated Auction.
- ▶ Real Time Optimisation.
- ▶ Optimisation Reports & Comparison.
- ▶ Opportunity of "Learning by Doing".



Tool Interface

Admin

Trainer

Students




DigitalMantra to add Trainers and Students from Admin Interface training

Trainer portal to add students to a batch, see reports and manage the training

Unique LogIn details for each student to access their simulation Ad account

TOOL INTERFACE



Admin:
DigitalMantra to Add Trainers and Students from Admin Interface



Trainer:
Trainer portal to add students to a batch see reports and manage the training



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Unique log in details for each student to access their simulation ad account

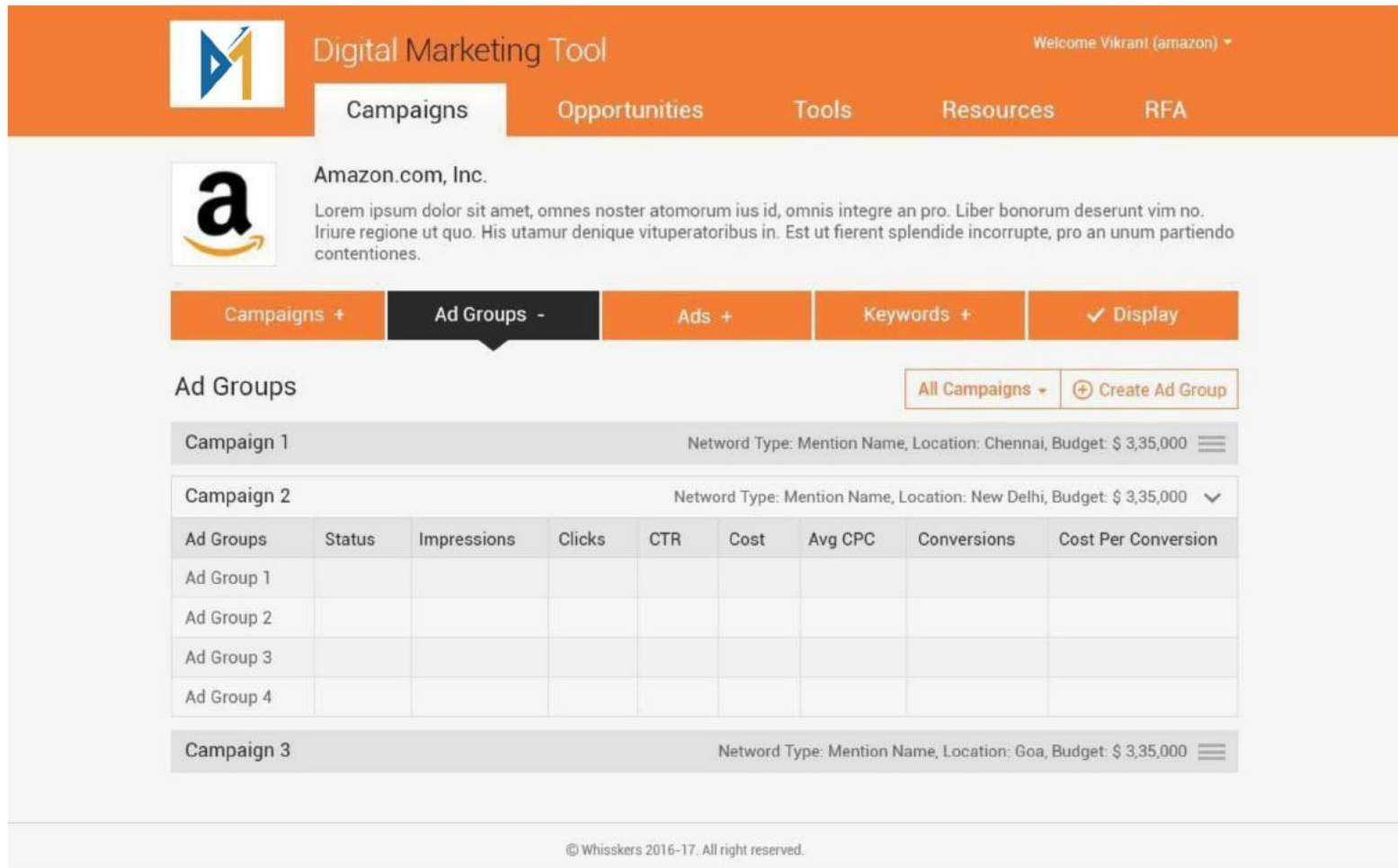


Campaign Structure

The screenshot displays a web interface for a Digital Marketing Tool. At the top, there is a navigation bar with the tool's logo, the name 'Digital Marketing Tool', and a user greeting 'Welcome Vikrant (amazon)'. Below this, a secondary navigation bar contains tabs for 'Campaigns', 'Opportunities', 'Tools', 'Resources', and 'RFA'. The main content area features the Amazon logo and the text 'Amazon.com, Inc.' followed by a placeholder paragraph. A horizontal menu below the text includes 'Campaigns -', 'Ad Groups +', 'Ads +', 'Keywords +', and 'Display' (with a checkmark). Under the 'Campaigns' tab, there is a sub-header 'Campaigns' and a button 'All Campaigns' with a dropdown arrow, and a 'Create Campaign' button with a plus icon. A table with 10 columns (Campaigns, Budget, Status, Impressions, Clicks, CTR, Cost, Avg CPC, Conversions, Cost Per Conversion) and 7 rows (Campaign 1 to Campaign 7) is shown below. The footer contains the copyright notice '© Whisskers 2016-17. All right reserved.'

- Each group of students will be assigned an account of a particular company of the same industry to make a campaign.
- One can create as many campaigns with different budgets, Ad Groups and Keywords

Ad Group Structure & Text Ads



Digital Marketing Tool

Welcome Vikrant (amazon) ▾

Campaigns Opportunities Tools Resources RFA

Amazon.com, Inc.

Amazon.com logo

Lorem ipsum dolor sit amet, omnes noster atomorum ius id, omnis integre an pro. Liber bonorum deserunt vim no. Iriure regione ut quo. His utamur denique vituperatoribus in. Est ut fierent splendide incorrupte, pro an unum partiendo contentiones.

Campaigns + Ad Groups - Ads + Keywords + Display

Ad Groups

All Campaigns ▾ Create Ad Group

Campaign 1 Network Type: Mention Name, Location: Chennai, Budget: \$ 3,35,000 ☰

Campaign 2 Network Type: Mention Name, Location: New Delhi, Budget: \$ 3,35,000 ▾

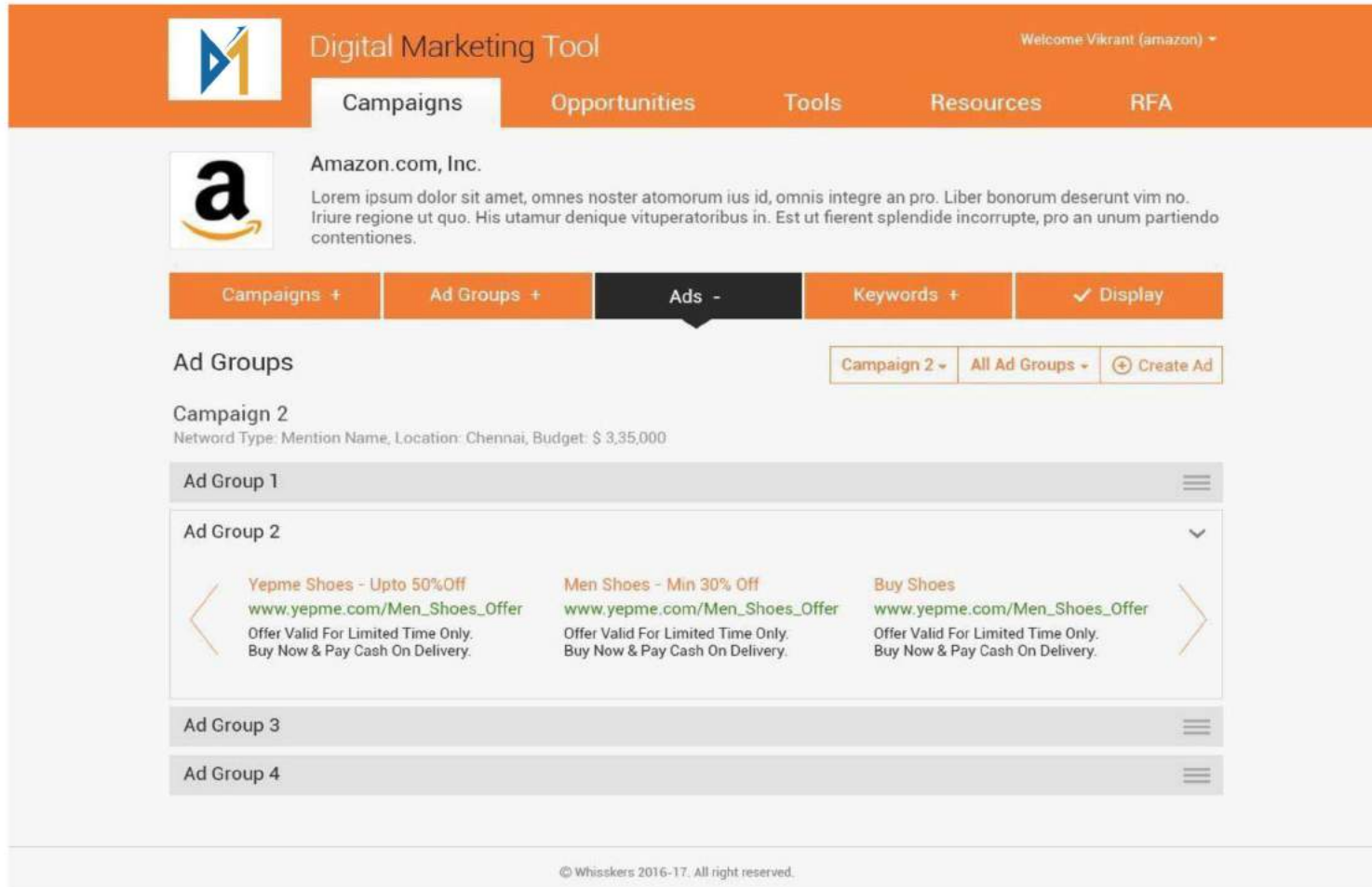
Ad Groups	Status	Impressions	Clicks	CTR	Cost	Avg CPC	Conversions	Cost Per Conversion
Ad Group 1								
Ad Group 2								
Ad Group 3								
Ad Group 4								

Campaign 3 Network Type: Mention Name, Location: Goa, Budget: \$ 3,35,000 ☰

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- Students will have to create set of ad groups for all the campaigns.
- Ad groups should be tightly themed with similar keywords and relevant text ads.

Campaign Structure



Digital Marketing Tool

Welcome Vikrant (amazon)

Campaigns Opportunities Tools Resources RFA

Amazon.com, Inc.

>Lorem ipsum dolor sit amet, omnes noster atomorum ius id, omnis integre an pro. Liber bonorum deserunt vim no. Iriure regione ut quo. His utamur denique vituperatoribus in. Est ut fierent splendide incorrupte, pro an unum partiendo contentiones.

Campaigns + Ad Groups + Ads - Keywords + Display

Ad Groups Campaign 2 All Ad Groups Create Ad

Campaign 2
Network Type: Mention Name, Location: Chennai, Budget: \$ 3,35,000

Ad Group 1

Ad Group 2

Yepme Shoes - Upto 50%Off
www.yepme.com/Men_Shoes_Offer
Offer Valid For Limited Time Only.
Buy Now & Pay Cash On Delivery.

Men Shoes - Min 30% Off
www.yepme.com/Men_Shoes_Offer
Offer Valid For Limited Time Only.
Buy Now & Pay Cash On Delivery.

Buy Shoes
www.yepme.com/Men_Shoes_Offer
Offer Valid For Limited Time Only.
Buy Now & Pay Cash On Delivery.

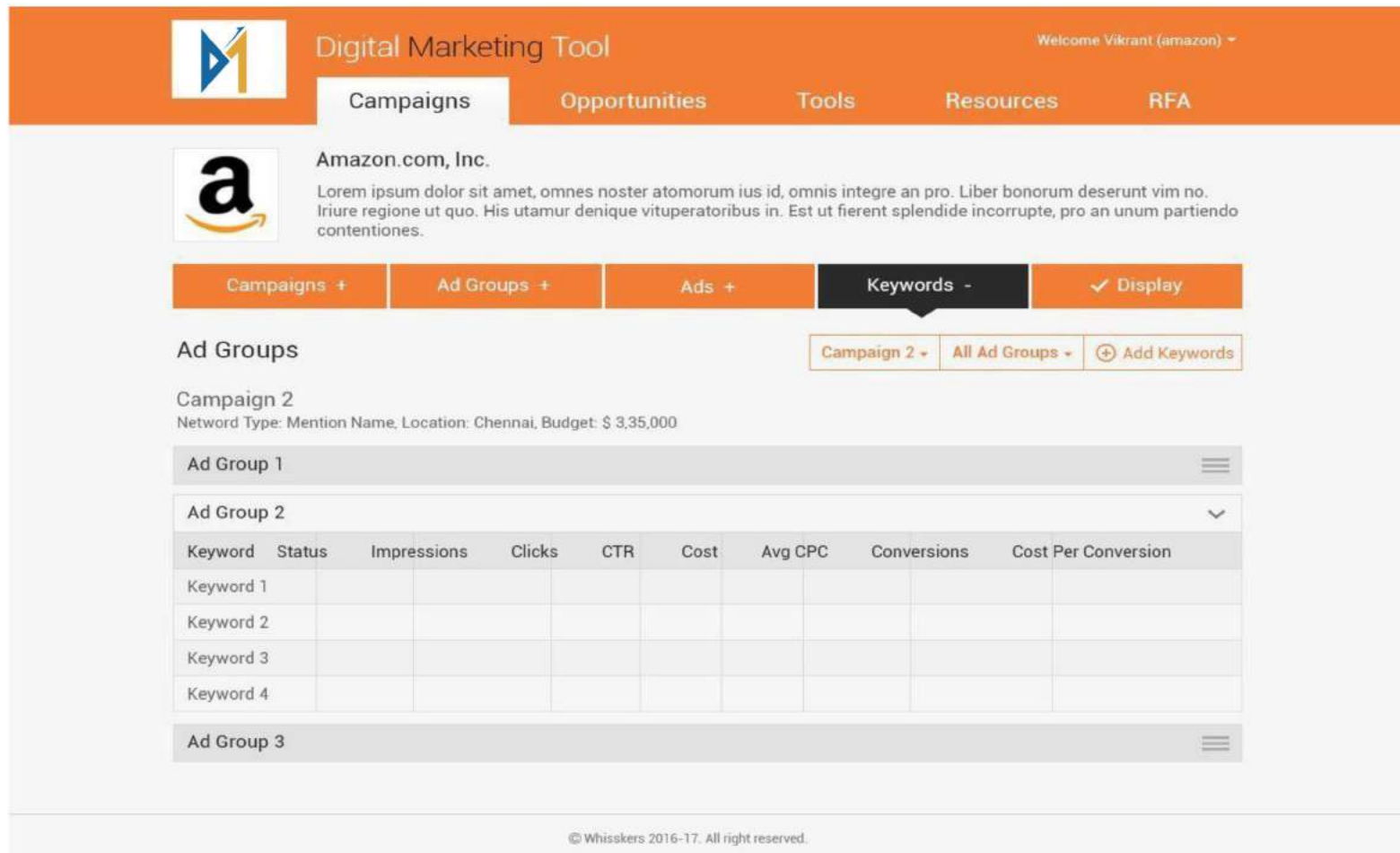
Ad Group 3

Ad Group 4

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- Student can create multiple ads with keywords to improve performance.
- There is a character limit for Headline and both the description, enabling real time experience of Adwords to the students.

Campaign Structure



Digital Marketing Tool

Welcome Vikrant (amazon) ▾

Campaigns Opportunities Tools Resources RFA

Amazon.com, Inc.

Amazon logo

Lorem ipsum dolor sit amet, omnes noster atomorum ius id, omnis integre an pro. Liber bonorum deserunt vim no. Iriure regione ut quo. His utamur denique vituperatoribus in. Est ut fierent splendide incorrupte, pro an unum partiendo contentiones.

Campaigns + Ad Groups + Ads + **Keywords -** Display ✓

Ad Groups

Campaign 2 ▾ All Ad Groups ▾ Add Keywords ⊕

Campaign 2

Network Type: Mention Name. Location: Chennai, Budget: \$ 3,35,000

Keyword	Status	Impressions	Clicks	CTR	Cost	Avg CPC	Conversions	Cost Per Conversion
Keyword 1								
Keyword 2								
Keyword 3								
Keyword 4								

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- Assigning keywords to your Campaign and Adwords using keywords tab.
- Students can also use Keyword Tool to get keyword suggestions, suggested bids and traffic for each keyword for better keyword placement.
- Keywords bids/traffic et al. affects the performance of the campaign.

Campaign Structure

Digital Marketing Tool Welcome Maaz (Flipkart)

Campaigns Opportunities Tools > Resources Reports >

Flipkart

ALL Campaigns ALL Ad Groups

Campaigns - Ad Groups + Ads + Keywords + **RFA**

Download Create Campaign

Show 10 entries

	Campaigns	Budget	Impression	Clicks	CTR (%)	Avg CPC	Conversions	CVR(%)	CPA (Cost per Conversion)	Avg Pos	Cost	Impression Share (%)
1	Clothing	20000.00	0	0	0.00	0.00	0	0.00	0.00	11	0.00	0.00
2	Men's Bag	50000.00	0	0	0.00	0.00	0	0.00	0.00	11	0.00	0.00

- All Candidates submit their campaigns for the Simulated Auction
- The complex backend algorithm compares the results of all groups to measure which team created a well optimized solution and were able to get maximum conversions at least cost

Campaign Structure



- Winners are announced for each Auction before the teams move on to the next.
- At the end of the program, basis cumulative results of all RFAs, the final winner is announced

Benefits of getting trained using DST

- Access to **Adwords lookalike tool**, offering first hand experience of digital marketing world.
- Exposure to **competitive real world environment**, where students compete with others whilst running campaign and bidding for the same keyword.
- **No risk factor involved** in terms of money unlike Adwords which kills the scope of learning while doing.
- **Students become job ready** right after the course completed instead of undertaking training for 6 or more months to gain experience.
- **Avoid complexity of AdWords** for a newbie to develop an understanding for it right away, and by working on the tool you have already crossed that bridge



Certification

CERTIFICATIONS ON COMPLETION



CERTIFICATIONS ELIGIBLE FOR



FAQ

Is it an individual or a group activity?

Students work in a group as a team and design a campaign.

How does the Auction in the tool work?

Once ready, students run for auction as a group. The trainer then accepts the auction request to run it. The tool uses its algorithm to fetch campaign results based on various factors of a particular campaign.

Does the trainer see the student results?

The trainer can compare all the reports of a page on one tab from Trainer's interface.

In case a student wants to change the campaign details after submitting, can he do it?

In case of an error or improvement in a campaign, student will have to submit a request to trainer and if the trainer approves it then they can go ahead and do the same.

Thank You

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