



Ministry of Micro, Small and Medium Enterprises,
Government of India



ISO 9001 : 2008
ISO: 14001:2004

MSME TECHNOLOGY DEVELOPMENT CENTRE (CDGI)

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA

- A1/1, Industrial Area, Jalesar Road, Firozabad 283203, Uttar Pradesh
- www.cdgiindia.net

BRIEF DESCRIPTION OF TRAINING PROGRAMME

Internet & Social Media today has become the growth engine for business promotion. One can start a business for as less as 10,000 and from home, garage or from city or village with little education. Internet has become de-facto platform for interactions, Promotions, event updates, branding, sales promotion and at no cost messaging. But its power is free but hidden from an untrained eye. You need to learn the tools, tricks to start and grow your business and become master of your destiny. We invite, Entrepreneurs, Marketing Professionals, IT Professionals, Students, Retired persons, housewife, Large firms to come forward & participate in this 2day Training to learn the Tools, Techniques & Strategies for a successful Digital Marketing initiative. At the end of the programme you will get to know how you may earn /generate money online easily.

Topics to be covered:

- 1) Marketing Fundamentals
- 2) Social Media Marketing (Organic)
- 3) Social Media Advertising (Paid)
- 4) Search Engine Optimization(SEO)
- 5) Search Engine Marketing with AdWords(SEM)
- 6) Email Marketing
- 7) Measure & Optimize with Google Analytics
- 8) Affiliate Marketing
- 9) How to take Freelance Project
- 10) Paid & Fee Campaigning
- 11) Youtube Chanel Setup
- 12) Blog Creation

Benefits of the Programme

- Promote your business and get more Business opportunities
- Increased chances of job opportunities,
- Average salary hike 15 – 25%,
- Group Discussion on practical queries & its resolutions,
- To become self-practitioner & consultant on Digital Marketing,
- Challenges and its solution through analyzing the case studies and advance ruling
- Wider, Targeted Reach. Marketing on the internet allows you to overcome barriers of distance.
- Reduced Marketing Costs. Online marketing costs significantly less than traditional marketing.

Payment can be done online. **Course Fee Rs. 3000**. Please find below bank details

Online (NEFT) Transfer to M/o MSME Technology Development Centre CDGI

Account Name: Centre for the Development of Glass Industry

Bank: Axis bank ltd

A/c No. 672010100020712

IFSC Code: UTIB0000672

Pls send screenshot of payment details for seat confirmation also send us whatsapp number for group creation and for all communication.

Date: 10 to 14 May 2020 3.30 Hours Daily

Course Fee: Rs. 3000/-

FOR MORE DETAILS PLEASE CONTACT:

Mobile: +91- 7738725597

Website: www.cdgiindia.net