



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

Digital Marketing & E-Commerce

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.

Reasons to learn Digital Marketing

- * A number of companies are shifting from traditional print and TV media to digital advertising due to the increase in internet usage to communicate, publicize and attract customers
- * Digital Marketing is poised to generate 1.5Lakh jobs by 2018
- * Online Ad Spend to across Rs3,500 Crore by FY 2015, 30% YoY growth

* India crossed 300 M Internet Users Mark in Dec 2014

Topics to be covered:

S.No.	Topics
1.	Intro to Digital Marketing
2.	How to Host a Website
3.	Website Planning & Creation of Website with Zero Technical Knowledge
4.	E-Mail Marketing
5.	Google My Business
6.	Google Analytics
7.	Finding Keyword from Google
8.	Social Media Marketing
9.	Business Networking on Social Media, S.E.O, S.M.O, Getting Found in Search Result
10.	Direct Selling Tools, How to Sell Online on Amazon/Flipkart etc.,
11.	How to Setup your Own Direct Selling Business
12.	Facebook Marketing, How to Get Freelancing Projects.
13.	Paid & Fee Campaigning
14.	Into to E-Commerce
15.	E-Commerce Website
16.	Affiliate Marketing
17.	Measure & Optimize with Google Analytics
18.	Youtube Chanel Setup

Date- 17 to 19 June, 2022 (3 Days, 6 to 8.30 PM)

Course Fee: Rs. 3000/-

Please find below bank details

PAYMENT TO BE MADE ONLY IN CDGI ACCOUNT

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

FOR MORE DETAILS PLEASE CONTACT:

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