



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

About the training

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 Social Media / 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:

- Earn through Social Media Marketing
- SEO
- Start & Grow your Business Using Social Media
- Creation & Earning Through YouTube Channel
- Facebook Earning Technique
- Start your Social Media Marketing Agency
- How to Get Freelancer Projects

Date: 22 to 24 May 2020 (3 Hours Daily)

1) Course Fee: Rs. 3000/-

2) Mode of Payment : Online

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

Account Name: Centre for the Development of Glass Industry

Bank: Axis bank ltd

A/c No. 672010100020712

IFSC Code: UTIB0000672

FOR MORE DETAILS PLEASE CONTACT:

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