



एम एस एम ई - प्रौद्योगिकी विकास केंद्र  
MSME - Technology Development Centre  
**कांच उद्योग विकास केंद्र, फिरोजाबाद**  
Center for the Development of **Glass**  
**Industry (CDGI),**  
Firozabad



## **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](http://www.cdgiindia.net)

## **BRIEF DESCRIPTION OF TRAINING PROGRAMME**

### **DIGITAL MARKETING USING AI Effective Lead generation for Business**

#### **Live Interactive Session**

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.

A digital marketing course offers numerous benefits, including high demand for skilled professionals, increased earning potential, diverse career paths, and the ability to stay up-to-date with evolving trends. It also provides entrepreneurial skills and opportunities for remote work and freelance careers. Furthermore, it enhances creativity, market value, and provides a deeper understanding of consumer behaviour.

## 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

1. Describe digital customer behaviours and ways to reach customer segments and enhance engagement by using the digital marketing
2. Get an in-depth 360 degree understanding of digital marketing to understand the impact of new technologies and new developments on digital marketing strategy
3. Describe the various steps of the framework for successful planning and execution of a digital marketing strategy
4. Explore the role market research plays in marketing, the research process & how to use market intelligence to better understand customer behaviour

### Topics to be covered:

S.No.	Topics
1.	Intro to Digital Marketing, <b>AI in Digital Marketing</b>
2.	<b>AI Tools for Digital Marketing, Generative AI for daily business tasks</b>
3.	<b>Google ads / Facebook ads / Instagram ads (Organic &amp; Paid Marketing)</b>
4.	<b>E-Mail Marketing, Content Marketing</b>
5.	Google My Business, Marketing Automation
6.	Video Marketing
7.	Finding Keyword from Google
8.	<b>Social Media Marketing, Social Media Advertising</b>
9.	Business Networking on social media
10.	<b>Foundation of Online Lead Generation</b>
11.	<b>Finding your target market and Segmentation</b>
12.	Facebook Marketing, How to Get Freelancing Projects.
13.	<b>Paid &amp; Fee Campaigning</b>
14.	Digital Branding
15.	<b>USE OF CHATGPT IN DIGITAL MARKETING</b>

16.	<b>social media content creation with AI, Email automation tools, Overview on creating social media campaign, Business process Automation</b>
17.	Measure & Optimize with Google Analytics, <b>Finding your target market and Segmentation</b>
18.	How to Get Freelancing Projects

## Benefits of Digital Marketing are -

- Grow a Business Online from Scratch
- Get Hired as a Digital Marketing Expert
- Work From Home as a Freelance Marketer
- How to Find a Hungry-to-Buy Audience
- Market Research
- Improved quality leads
- Stronger relationships and better engagement
- Chance to stay ahead of the competition
- Increased revenues
- Different marketing platforms
- Better feedbacks
- Accurate buyer personas

**High Demand Digital Trained People--** The digital marketing field is experiencing rapid growth, leading to a high demand for skilled professionals across various industries.

- **Increased Earning Potential:**

Digital marketers with specialized skills and expertise can command higher salaries, especially in in-demand roles.

- **Diverse Career Paths:**

A digital marketing course equips individuals with a wide range of skills, allowing them to pursue various roles like SEO specialist, social media manager, content marketer, and more.

- **Career Advancement:**

The skills and knowledge gained can help individuals advance in their current roles or pursue new career opportunities in the digital marketing field.

- **Entrepreneurial Opportunities:**

Digital marketing knowledge is crucial for starting and growing a business, making it a valuable asset for entrepreneurs.

- **Remote Work Flexibility:**

Many digital marketing roles offer the flexibility of remote work, promoting a healthy work-life balance.

- **Freelancing Opportunities:**

Individuals can leverage their digital marketing skills to work as freelancers, offering their services to businesses and individuals.

Skill Development & Other Benefits:

- **Enhanced Digital Marketing Skills:**

Digital marketing courses provide hands-on training in various areas, including SEO, social media marketing, content marketing, and more.

- **Staying Up-to-Date:**

The digital marketing landscape is constantly evolving, and courses ensure individuals stay current with the latest trends and technologies.

- **Creative Freedom:**

Digital marketing offers opportunities for creative expression through content creation, campaign development, and social media management.

- **Networking Opportunities:**

Digital marketing courses provide platforms for networking with industry professionals and like-minded individuals.

- **Cost-Effective Marketing:**

Digital marketing strategies can be more cost-effective than traditional marketing methods, allowing businesses to reach a wider audience with a lower budget.

- **Data Analysis Skills:**

Digital marketing courses often incorporate data analysis, helping individuals track campaign performance and make data-driven decisions.

- **Improved Customer Engagement:**

Digital marketing tools and strategies enable businesses to engage with customers in real-time and build stronger relationships.

- Cost-effective marketing strategies: Learn how to create targeted campaigns on platforms like Google Ads and Facebook, maximizing return on investment.

**Date- 27 & 28 September 2025 (2 Days) Time- 4.30 pm to 8.30 pm**

1) Course Fee: Rs. 3000/- (Study material in softcopy shall be provided)

**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 ONLINE PAYMENT IN MSME TECHNOLOGY DEVELOPMENT CENTRE(CDGI) YOU CAN USE BELOW CODE.**



**FOR MORE DETAILS PLEASE CONTACT:**

**Mobile: +91- 8603769900**

**Website: [www.cdgiindia.net](http://www.cdgiindia.net)**