



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

### **BRIEF DESCRIPTION OF TRAINING PROGRAMME**

## **DIGITAL MARKETING & E-COMMERCE USING AI PRACTICAL SESSION 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.

#### 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

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

\* Online Ad Spend to across Rs3,500 Crore by FY 2015, 30% YoY growth

**Topics to be covered:**

S.No.	Topics
1.	Intro to Digital Marketing
2.	<b>How to Host a Website</b>
3.	Website Planning & Creation of Website with Zero Technical Knowledge
4.	E-Mail Marketing, Content Marketing
5.	Google My Business, Marketing Automation
6.	Google Analytics, Video Marketing
7.	Finding Keyword from Google
8.	Social Media Marketing, Social Media Advertising
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, Digital Branding
15.	E-Commerce Website

16.	Affiliate Marketing, Market Research & Analytics
17.	Measure & Optimize with Google Analytics
18.	YouTube Chanel Setup

## **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  
Long-Term Career Growth  
Growing Demand for Digital Marketing Professionals  
Vast Career Opportunities  
Job Perks and Entrepreneurship  
Promotes Engagement

Date- 26, 27 and 28 July, 2024 (3 Days, 6 PM to 8.30 PM)

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)