



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

SOCIAL MEDIA MARKETING AND DIRECT SELLING

Live Interactive Session

COURSE CONTENTS Social media marketing :-

1. Understanding social media (Facebook, Instagram, LinkedIn, YouTube)
2. How to set goals and objectives?
3. Identify target audience
4. How to build a social media strategy?
5. Content planning
6. Social media material designing
7. Facebook and Instagram Ads (Budgeting and targeting options)
8. Tools for social media management
9. Measuring and analyzing performance

10. Social media trends for your business and community building

11. How to Setup your Own Direct Selling Business

Date - **14 & 15 October 2023** (2 Days) Time: 5 PM 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 ONLINE PAYMENT IN MSME TECHNOLOGY DEVELOPMENT CENTRE(CDGI) YOU CAN USE BELOW CODE.



FOR MORE DETAILS PLEASE CONTACT:

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