



MSME TECHNOLOGY DEVELOPMENT CENTRE

(Process & Product Development Centre)

Government of India Organization
Ministry of Micro, Small & Medium Enterprises

Online Training Program in Digital Marketing

**MSME - Technology Development Centre
Process & Product Development Centre, Agra**



Online Training Programme

Digital Marketing

Date - 15th To 17th Jan, 2021

Time - 5:00 p.m. To 7:30 p.m.

Contact us -

+91-8920855924, +91-9354255385

Online Registration - www.ppdccagra.dcmsme.gov.in



Digital Marketing

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Introduction

Digital marketing allows you to engage with your prospects. You can gradually get to know them and what they are hoping to find. On social media or on a blog you can start a conversation. Run a survey or try to get to know them. Pay attention to their comments or their responses to surveys.

By interacting with people digitally, you can start to get to know what they are looking for. Where is their pain? What is keeping them up at night? What solutions can you offer to them? Instead of trying to guess, digital marketing allows you tools and methods for finding out who your customers really are.

In this way, you start to build a relationship with your customers. You become much more than a business. You become a trusted partner. People are much more likely to buy from businesses that they have already bought from.

Few forms of advertising are as cost-effective as digital marketing. Small businesses frequently try to get as much as possible done on a small budget. Many forms of digital marketing allow you to communicate your brand and reach a wide target audience even when your budget is very tight.

Compared to advertising on TV, radio or through direct mail, digital marketing costs considerably less and reaches a much wider audience at the same time. Using digital marketing to promote your small business will help you to have a much better chance of business success.

About the Program

A course in digital marketing will teach students the basic skills which they can further hone to formulate their own success paths. Online promotion takes place by building websites, writing blog posts, reaching out to target audiences through social media platforms, publishing ebooks, online brochures, etc.

A short term investment in digital skills training will result in long term reward - empowering an organization and its employees, maintaining their competitive advantage and ensuring they don't get left behind.

What are the points covered in this course?

- On-Line Marketing & Promotion
- Viral Marketing
- Creating add Campaign
- Lead Generation Online
- Social Media Optimization
- Email Marketing
- Affiliate Marketing
- Freelance Marketing
- Blog Marketing
- Google My Business
- Useful site & links etc

Certification

MSME – TDC (PPDC Agra) and its Extension Centre across India certifies all participants with a certificate after successful completion of program with an online exam. Government of India certificate would be issued with the name of respective centres.

Course fees, duration of the program and other details can be collected from the concerned co-ordinators of the centres. It also varies from time to time based on the schedule and contents of the program.

We wish you all the best and good luck in all your endeavours!

**Regards,
PPDC Team**