



The National Institute for Entrepreneurship and Small Business Development (NIESBUD)
(Ministry of Skill Development and Entrepreneurship,
Govt. of India)

Introduction to Digital Marketing

Digital marketing (also known as data-driven marketing) is the marketing of products or services using digital technology, mainly through the Internet, but also including mobile phones, display advertising, and any other digital medium

- Artificial Intelligence revolutionizes digital marketing
- More Cost-Effective than Traditional Marketing

Programme is apt for:

Digital Marketing Training is very apt or suited for Sales & Marketing Professionals, Digital Marketing Professionals, Consultants (HR, IT.), Students, Entrepreneurs



We help you grow your business!

● www.niesbud.nic.in

E-Learning Certificate will be awarded, it can be verified on www.niesbudtraining.org

For Registration, Contact

- Love Goel: 7042727422, 8826894369
- love.niesbud@gmail.com



Opportunities in Digital Marketing

Digital Marketing offers various opportunities in the following job profiles, available for those seeking a career in this arena:

- Digital Marketing Manager
- Content Marketing Manager
- Content Writers
- Social Media Marketing Experts
- Search Engine Marketers
- SEO Executives

ABOUT US

The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship. The major activities of the Institute are Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programs, Entrepreneurship Development Programs and Cluster Intervention.

ABOUT WORKSHOP

This workshop is a comprehensive training programme in Digital Marketing Analytics. It is a four-days programme that combines pedagogy using lectures, case studies, hands-on exercises, assignments and practicals. This training workshop would equip the participants to understand the nuances of digital marketing and help them make appropriate marketing strategies using all forms of digital media. They would be able to understand the key elements of Digital Marketing in creating an effective digital marketing strategy.



Website Development using Wordpress

- Introduction to Wordpress
- Buying Domains & Web Hosting
- Theme Selection
- Installing Wordpress
- Creating website on Wordpress
- Website customization



Social Media Marketing & Google Adwords

- Introduction
- LinkedIn Marketing
- Google+ & Google Places
- Social media content
- Search text ads
- Facebook Marketing
- Youtube Marketing
- Twitter Marketing
- Google Adwords Intro.
- Writing Ad copies



Email Marketing

- Introduction to Email Marketing
- Online Tools for Email Marketing
- Managing Email Marketing Campaigns



Search Engine Optimazation

- Introduction & Fundamentals
- Keyword Researching & Analysis
- SEO Audit • On-page SEO
- Off-page SEO with practical
- Google Algorithms



Affiliate Marketing & Freelancing

- Introduction
- Find affiliates?
- Intro. to freelancing
- Freelancing Jobs
- How to choose products?
- How to earn ?
- Taking Freelancing Projects



<https://goo.gl/maps/U5hWaiC6dZU2>

Programme Details

Venue: NIESBUD, A-23, Sector-62, Noida, Uttar Pradesh, Near NIOS & Opposite Jaipuria Institute of Management 201309

Date: 27 Oct - 28 Oct and 03 Nov - 04 Nov, 2018

Fees: Rs. 8,000/-

Time: 10 AM to 5.30 PM

NIESBUD Account Details

Account No - 09312011002654

IFSC Code - ORBC0100931

Account Holder - NIESBUD

Bank - Oriental Bank of Commerce

Payment Via Card

http://it.niesbudelearning.info/3Party_Order.aspx