

THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPEMENT  
(NIESBUD)

A-23, Sector-62,Noida - 201309, NCR of Delhi, U.P, India

NIESBUD Dehradun Office: Anand Vihar, upper adhoiwala,Shastradhara road, Dehradun- 248001, Uttarakhand,

An Autonomous Institute under Ministry of Skill Development and Entrepreneurship, Govt. of India

ISO : 9001-2008 Certified



**CERTIFICATION PROGRAMME**  
*On*  
**DIGITAL MARKETING**  
**PROFESSIONAL**

**1<sup>st</sup>-2<sup>nd</sup> APRIL 2017**  
**(10.00 A.M.- 5.30 P.M.)**

*Venue At*

**INSTITUTE OF LEADERSHIP DEVELOPMENT**  
**6/2, JAMDOLI, NEAR KESHAV VIDHYAPEETH, JAIPUR,**  
**RAJASTHAN 302031**





Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium

## **TRAINING OBJECTIVES**

The objectives you decide on for your digital marketing need to be SMART. When defining your digital marketing objectives, you should think about how they will align with your overall business' goals and your key performance indicators.

## **TRAINING METHODOLOGY**

Two days training session include PPT presentation, online systems, practical problems of participants, interactive sessions with participants and assignments.

# TRAINING CONTENTS

- Digital Marketing Fundamentals
- Emerging Online Trend Methods
- Website registrations & developments
- How digital marketing evolved E-commerce
- Content Marketing Methods
- Search engine optimization (SEO).
- Pay per click, Google Analytics.
- Social media Marketing (SMM).
- Digital marketing Measurement.
- Digital Marketing Strategies
- Building Profile Online
- Online Advertising
- Evaluation Techniques



## WHO CAN BE BENEFICIARIES

- Existing & New Business Ventures
- Start-up Entrepreneurs
- Working Professionals
- Creative Home Makers, Students, business-  
persons
- Corporates & Non- Corporate Sectors

# FEE DETAILS

Rs. 7000/- (Rupees Seven Thousand Only per participant)

(This includes course fee, study material, lunch, high tea/ coffee and certificate.)



## PAYMENT MODE

- Cash payment at VENUE.
- DD drawn in favour of NIESBUD payable at NOIDA.
- Online Bank transfer. The details are:-

Name of Bank: Oriental Bank of Commerce  
Account Holder Name: The National Institute for Entrepreneurship and Small Business Development.  
Address: B-32, Sector-62, Noida  
Account No: 09312011002654, Saving A/c  
IFSC Code: ORBC0100931  
MICR Code: 110022092

## PLEASE CONTACT TO

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