

 

**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.cdg](http://www.cdgiindia.net/)i[india.net](http://www.cdgiindia.net/) | Email: msme.cdgi@gmail.com

**HOW TO SUCCESSFULLY VENTURE INTO BUSINESS OF**

**DIGITAL MARKETING & DIRECT SELLING**

**29th Feb. & 1st March, 2020**

**Fees: Rs. 5,500/- + 18% GST**

**VENUE**

**RTW SOLUTIONS PVT. LTD., A58/59, NANDJYOT INDUSTRIAL ESTATE, NEAR SAKINAKA TELEPHONE EXCHANGE, ANDHERI KURLA ROAD, ANDHERI(E) - 400072**

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| TOPICS |
| DAY -1 DAY-2 |
| • HOW TO SELECT THE BEST KEYWORDS FOR YOUR BUSINESS  • SOCIAL MEDIA MARKETING  • BUSINESS NETWORKING ON SOCIAL MEDIA  • SEARCH ENGINE OPTIMIZATION  • SOCIAL MEDIA OPTIMIZATION  • GETTING FOUNDS IN SEARCH RESULTS  • DIRECT SELLING TOOLS  • HOW TO SELL ONLINE ON AMAZON/FLIPKART ETC.  • HOW TO SET UP YOUR OWN DIRECT SELLING BUSINESS  • HOW TO MASTER THE ART AND SCIENCE OF DIRECT SELLING  • AVOID COMMON PITFALLS AND MAXIMISE YOUR EFECTIVENESS AND INCOME  • GOVERNMENT POLICIES REGARDING DIGITAL INDIA  • ONLINE BUSINESS STRATEGY  • HOW TO TAKE FREELANCING PROJECTS  • INTRODUCTION TO DIGITAL MARKETING, WHY ONLINE?  • HOW TO HOST A WEBSITE?  • WEBSITE PLANNING & CREATION OF A WEBSITE WITH ZERO TECHNICAL KNOWLEDGE  • WEBSITE OPTIMIZATION MARKETING  • CONTENT CREATION AND POSTING TRICKS ON SOCIAL MEDIA  • CONTENT DISTRIBUTION FOR ENGAGEMENT SOCIAL MEDIA  • CONTENT MARKETING  • E-MAIL SIGNATURE  • GOOGLE MY BUSINESS  • GOOGLE ANALYTICS  • MOBILE MARKETING  • PLAN DESIGNING YOUR ONLINE BUSINESS  • EARN PER CLICK /VISIT  • FINDING KEYWORDS FROM GOOGLE  • KEYWORD RESEARCH  **FOR MORE DETAILS PLEASE CONTACT:**  **Mobile:** +91- 8800924880, 8168984069  **E-mail:** msme.cdgi@gmail.com  **Website:** www.cdgiindia.net, www.oorjatrainings.com |