

 

**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 |