



**The National Institute for Entrepreneurship & Small Business
Development
(NIESBUD)**

**(An Autonomous Institute Under Ministry of Skill Development and
Entrepreneurship, Govt. of India)**

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Two Day Workshop on

Online Marketing & Entrepreneurship

Online Marketing Trends

Indian industry is going the e-way just like the rest of the globe. This is made clear by looking at the statistics/ information below:

- *Over 200 Million Internet users with 200 million more to be added in coming 3 years*
- *Over 200 million users of mobile internet(source: IAMAI)*
- *E-Commerce market to grow to 20 billion dollars by 2015 with CAGR of 37 percent over 2013-15.*
- *Mobile commerce to grow at 150% CAGR till 2016*
- *Social media would be prominent mode of e-commerce communication; Facebook is an example*
- *India needs between 1.5 lakh digital marketing professionals in the coming year and about 5 lakhs in the next three years.*

The above statistics clearly point to trends towards online marketing and throw huge opportunities for companies and their executives in the online marketing and operations domains. Digital Commerce is going to force companies to transform their existing business models and the processes. Thus

companies and their executives who have the understanding of online marketing are in a position to not only survive in this digital era but also catch on this digital opportunity bandwagon.

About The Training Program

This training program workshop is a comprehensive program in online marketing analytics. It is a four day program that would combine pedagogy using lectures, case studies, hands -on exercises, assignments and practical. This training workshop equips the participants to understand the nuances of digital marketing and helps them make appropriate marketing strategies using all forms of digital media. They would be able to understand the key elements of online marketing in creating an effective digital marketing strategy.

Training Program Contents

The four day workshop is intended to provide the insights on the following aspects of Grow Your Business with Online Marketing analytics in the subareas as:

1. Search Engine Optimization

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

2. Social Media Marketing & Google Adwords

- Introduction
- Facebook Marketing
- LinkedIn Marketing
- Google+ and Google Places
- Twitter Marketing
- Creating social media content
- Google Adwords introduction
- Creating search text ads
- Writing ad copies and running ads

3. Email Marketing & Wordpress

- Creating website on Wordpress
- Website customization
- On-page SEO practical
- Introduction to Email Marketing
- Online Tools for Email Marketing
- Managing Email Marketing Campaigns

4. Affiliate Marketing

- Introduction to Affiliate Marketing
- How to choose product?
- Where to find affiliates?
- How to earn from affiliate marketing?

5. Entrepreneurship Development Module

- Loan Schemes

There will be case studies and exercises used in the workshop

Duration: 2 Days

Fee: Rs. 6000/-

Registration Link: <http://goo.gl/forms/77lirSxZJzN6BuH3>

Payment Link: <http://niesbudelearning.net/EL/registration.aspx>