



सत्यमेव जयते  
(Govt. of India Society)  
Ministry of Micro, Small & Medium Enterprises



(A Govt. of India Society)  
INSTITUTE FOR DESIGN OF ELECTRICAL  
MEASURING INSTRUMENTS, MUMBAI

Organised by IDEMI Mumbai Ministry of MSME Govt. of India

## Government Certificate Professional Course on **DIGITAL MARKETING**

२ दिवसीय व्यवसायिक प्रशिक्षण कार्यक्रम

दिनांक: २८ आणि २९ जुलै २०१८ वेळ: स. १०.०० ते सायं. ५.३०

स्थळ: IDEMI, स्वातंत्र्यवीर तात्या टोपे मार्ग, चुनाभट्टी, सायन, मुंबई.

### START UP YOUR OWN DIGITAL BUSINESS

**Contents:** Search Engine Optimization (SEO), Free Blog Creation & Earnings, Social Media (Use for Business), Facebook (Free & Paid Marketing), LinkedIn (Professional Use & Advertising), Twitter (Use), Youtube and Earnings, Online Business Setup ( Guidance) for Food Industry, Tourism & Hotel Industry, Website Designing (Brief).

**Hands-on:** On Page SEO, Off Page SEO, Facebook Paid Campaigning, Youtube Channel Setup, Google Analytics, Blog Creation

Bring Laptop & Dongle  
for Practical.

For Technical Detail: 9834360324



## Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business

अभ्यासक्रम शुल्क:

रु. ५५०० + १८% GST भारत सरकारच्या नियमानुसार रक्कम खालील नावे IDEMI, Mumbai. (अल्पोपहार व भोजन समाविष्ट)

For Whom:

Person from IT & Management field, Entrepreneur, Student, Farmer & All General Citizen

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### चौकशीसाठी व नोंदणी करण्याचे ठिकाण

INSTITUTE FOR DESIGN OF ELECTRICAL MEASURING INSTRUMENTS

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