



**ONE DAY WORKSHOP**  
**ON**  
**ENTREPRENEURSHIP AND**  
**DIGITAL MARKETING**

Conducted by:

**national institute for micro, small and medium enterprises**

*(An Organisation of the Ministry of MSME, Govt. of India and ISO 9001-2015 Certified)*

**Yousufguda, Hyderabad – 500 045**

***We wish to Convert Job  
Seekers to Job Providers***

## **Programme Objective**

To create awareness among Entrepreneurs, Startups, Existing Entrepreneurs and People who are involved in Import and Export Business.

## **Contents of the programme**

- Inauguration – Registration ,Camp Objective, Entrepreneurship (General concepts only)
- Historical background – Indian values vis-à-vis entrepreneurship and the present scenario.
- Financial Schemes, Msme Schemes , Business Registration, Marketing
- Digital Marketing Overview ,Search Engine Optimization ,Shopping Advertising, Display Advertising ,YouTube Advertising, Mobile Advertising, Google Ad Words Certifications Face book Marketing, Video Marketing Social Media Marketing, Email marketing, online Reputation Management, Inbound Marketing, Google Analytics

## **Target candidates**

- Entrepreneurs, Startups , Existing Entrepreneurs and People who are involved in Import and Export Business
- **Venue** : **ni-msme** campus
- **Date** : **24<sup>th</sup> August 2018**
- **Duration** : One Day
- **Time** : **9.30 to 5pm ( With Breaks for Tea and Lunch)**
- **Faculty** : ni-msme experts & Guest Faculty
- **Fee** : **Rs.1000/-**per participant (Includes Material, Tea Snacks& Lunch)

For registration kindly bring with you;

- a) One Passport size photograph
- b) Aadhaar Card is compulsory as an Identity Card

**Contact person:** G.Sudarshan

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