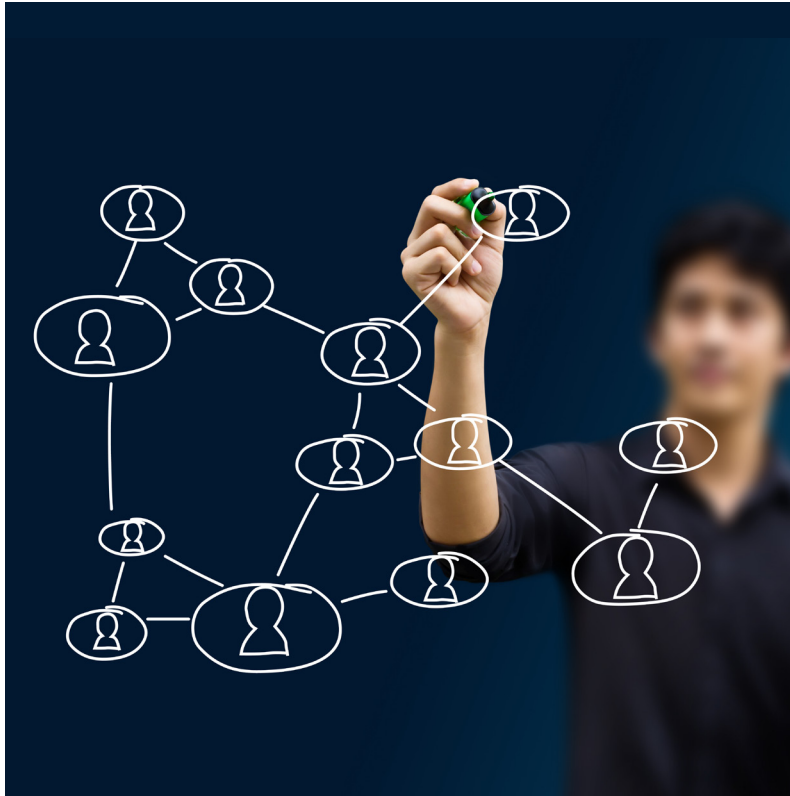


SOCIAL MEDIA WORKSHOP FOR ENTREPRENEURS



REACH



CRAFT



ENGAGE

What is the Program?

Gone are the days when marketers had to chase customers through traditional media channels like TV, newspapers, radio and so on, because the customers have moved to digital media outlets.

Digital Marketing has thus become even more relevant to startups as it helps entrepreneurs attain their objectives in a cost efficient manner. And within the digital domain, social media has become an inevitable medium for both professional and corporate branding. Social media has empowered entrepreneurs to reach and engage with their stakeholders in a seamless manner.

This workshop is intended to familiarize entrepreneurs about the importance of digital marketing and social media and how they can leverage it to market their startup. A live assignment during the workshop will help entrepreneurs to think and execute their learning.

The Program

- Introduction to Digital Marketing
- Digital Marketing Verticals (Website Development, SEO, SEM)
- Introduction to Social Media
- Role of Social Media in Content Marketing
- Demystify various social media channels

- Crafting a Social Media Strategy
- Hands-on experience
- Program Takeaways
- Power of digital marketing and its relevance for the startups
- Exposure to various digital marketing verticals like website development, SEO, SEM, Social Media, ORM, Blogging etc.
- Influence of Content Marketing within the Digital Marketing ecosystem
- Understanding about the social media ecosystem
- Exposure to various social media channels and their relevance to your startups
- Ability to craft a social media strategy for your startup

Who should attend?

MISSING

Duration

2 days