



## Entrepreneurship Development Program on Social Media Marketing

COURSE NAME	DURATION
Entrepreneurship Development Program on e-commerce	2 DAY
Minimum Qualification: 12th Pass	
<b>DOCUMENTS REQUIRED:</b> One Photo & One photocopy of qualification certificates and Aadhar Card along with payment	
Candidate can bring his / her own Laptop and Internet device	

### About This Course:

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope.

### Entrepreneurship Development Program on Social Media Course Benefits:

- ❖ Sharpens your skills
- ❖ Helps in Network and collaboration
- ❖ Examples in the form of Case Studies
- ❖ Updated with social media stats
- ❖ Use social media to your utmost advantage
- ❖ Change in the tone of communication which doesn't go unnoticed
- ❖ Difficult questions don't scare you anymore
- ❖ Minimize errors
- ❖ Promptly use your time

### Who Should Attend?

- ❖ Entrepreneur / Businessman – You should learn social media to grow your business fast.
- ❖ Working Professional – You can consider to social media field.
- ❖ Student / Homemaker / Retired Person / Startups / NGOs – You have a great future in social media field.

## COURSE DETAILS

- ❖ Learn to earn through Social Media.
- ❖ Learn to start your Own Business using Social Media.
- ❖ Make your own YouTube Channel.
- ❖ Learn to earn Dollars through YouTube Channel.
- ❖ Know secrete YouTube tricks.
- ❖ Learn to Receive Payment through Google AdSense.
- ❖ Learn Facebook Earning Techniques.
- ❖ Learn Twitter Earning Techniques.
- ❖ Learn to Earn through BlogSpot.
- ❖ Learn Quora For Marketing Strategies.
- ❖ Learn WhatsApp Marketing.
- ❖ Learn B2B LinkedIn Networking Tips and Tricks.
- ❖ Learn Viral Marketing.
- ❖ Linking Social Media with e-commerce.
- ❖ Introduction to Instagram & Pinterest.
- ❖ Introduction to Wikipedia.
- ❖ Introduction to Daily Motion.
- ❖ Introduction to Sound Cloud.
- ❖ Learn to Work from Home.

**Address for Communication:**  
Principal Director, MSME- Technology Development Centre (PPDC)  
Foundry Nagar, Hathras Road  
Agra-282006 (U.P.)