



उद्यमी लभते सिद्धिम  
niesbud

THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND  
SMALL BUSINESS DEVELOPMENT (NIESBUD)

A-23, SECTOR 62, NOIDA UP - 201309

UNDER MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP, GOVT. OF INDIA

**The Sharp Brain**  
in association **WITH NIESBUD** is organising a  
**WORKSHOP ON**

# DIGITAL MARKETING



"BEYOND JUST SOCIALIZING"

**26th & 27th August, 2017**

**2nd & 3rd September, 2017**

**9th & 10th September, 2017**

KEEP EDUCATING YOURSELF

**NIESBUD  
CERTIFICATION**

**6**

**Days Workshop**

**3 MONTHS FREE  
CONSULTATION  
SUPPORT**



## WORKSHOP CURRICULUM



- Overview.
- Evolution of Internet and Digital Marketing.
- Why do We need Digital Marketing
- What is A Search Engine Optimization?
- Analysis of Google's Algorithms
- How to Grow Business Using Digital Marketing
- Content & Digital Marketing
- Link Building Strategies
- How to build Online Reputation in Social Media.
- Facebook Ads
- Analytics, Reports and Running a Successful Paid Ad Campaign
- Learn to Work From Home.
- Understanding Different Paid Advertisement Mediums
- Convert Users into Clients.

# WHY SHOULD YOU ATTEND?

The workshop is ideal for you to **kickstart** your journey as a Digital Marketer.

The learning from the workshop will benefit you in starting a Career as a Digital Marketer or using the skill as an upgrade to your existing skill set.

What better than to sit at home and earn through the Internet? Digital Marketing allows you to work & earn from home.

Looking to work from "Home" & Earn a Decent Salary? Look no further. Digital Marketing gives you the power to work from home.

Social Media is the most affordable & effective medium for your business to reach the Target Audience.

# WHO SHOULD ATTEND?



Graduates



Working Professionals



Bloggers  
Freelancers



Home Makers

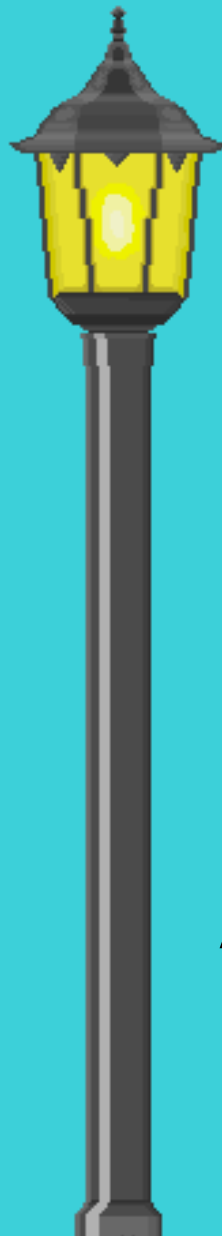


Entrepreneurs  
Businessmen



"The number of **Digital Marketing jobs** has gone up by **600%** in the last five years."

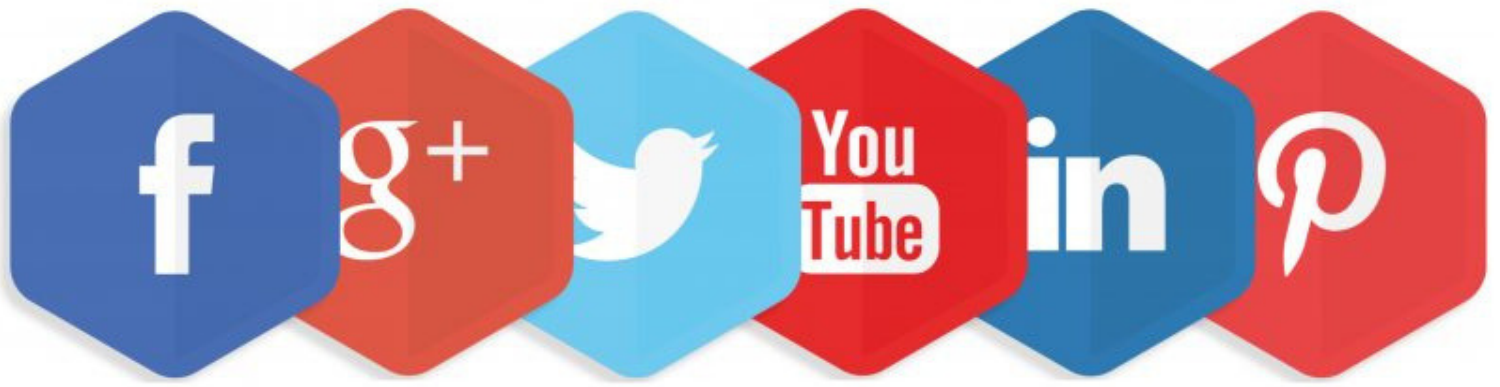
"The number of **Digital Marketing jobs** is expected to rise by **32.9%**."



"**76% of people** think marketing has changed more in the past two years than it did over the previous fifty."

"**25,200 Cr** will be the Digital Marketing Advertisement Market in India by 2020"

*The Future of Business is 'Digital Marketing'*



## MODE OF PAYMENT

### FEE DETAILS:

Rs 10,500/- (Ten Thousand Five Hundred Only).  
Including Course Fee, Certificate, Soft Study  
Material and Course Kit, Tea & Snacks, Lunch.

### DEMAND DRAFT

Please make the DD payable at Softlogique IT  
Solutions Pvt. Ltd.

### NEFT / RTGS

Account Name : Softlogique IT Solutions Pvt. Ltd.  
Bank Name : IndusInd Bank  
Account No : 259811771092  
IFSC Code : INDB0000162  
Branch Code : 000162, Sector 63, Noida - 201301

## ONLINE PAYMENT LINK

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

**Reservation of  
participants will be  
done on **FIRST  
COME FIRST  
SERVE**  
basis due to limited  
seat availability**

**MAXIMUM CLASS SIZE :  
40**

**H-157, Sector 63, Noida. UP - 201301**

### CONTACT DETAILS

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