



National Productivity Council

Under Department for Promotion of Industry & Internal Trade
Ministry of Commerce & Industry, Govt. of India

NPC Announces A Webinar On

DIGITAL MARKETING



An expert speaker from UPTOSKILLS, he has conducted many digital marketing training for leading corporates like HUL, TOI, HPCL, TCS, ICICI, Pidilite, Kotak, Nokia, Wipro, and several premier education institutions.

For any query :

Preeti Gangwar, Assistant Director
email:- preeti.g@npcindia.gov.in
Mob:- 8081238918;
Visit :-www.npcindia.gov.in

Registration Fee:-
Rs. 399/-
(inclusive of GST)

E- Certificate will
be given to the
participants

Registration link :- <https://bit.ly/NPC-DMI7>

Date:- 17.12.2021
Timing:- 03:00 to 04:30 PM

C
o
v
e
r
a
g
e

- Introduction to Digital Marketing Techniques
- Six stages of Sales revenue
- Email marketing, Pay per click
- Power Of Blogging.
- Social Media Marketing Funnel
- Benefits Of Social Media Marketing
- Grown business partnerships
- Viral Marketing, AIDA Model, Pull & Push Marketing
- SEO/SEM/SMM, Traffic management
- Lead Generation Activities.
- Customer centric culture
- Organic search, Paid search, Email, Display advertising
- Content Marketing

