



Ministry of Micro, Small and Medium Enterprises,
Government of India



MSME Certification Program on Social Media Marketing & E-Commerce Management

Introduction of Ecommerce & Social Media Marketing of Product & Services





Table of Contents

About MSME Initiative

**About Ecommerce & Social Media
Marketing of Product & Services**

About Instructor

Our Program Agenda

Modules Summary

Eligibility & Program Fees

**Certification & Registration
Process**



About MSME Initiative

To promote e-Governance for empowering citizens, promoting the inclusive and sustainable growth of the Electronics, IT & ITeS industries, enhancing India's role in Internet Governance, adopting a multipronged approach that includes development of human resources, promoting R&D and innovation, enhancing efficiency through digital services and ensuring a secure cyber space.

What do You Understand By the term "Ecommerce & Social Media Marketing"

Ecommerce (electronic commerce) refers to all online activity that involves the buying and selling of products and services. When you go to your favorite online retailer to buy a new pair of shoes, you're engaging in ecommerce.

Social Media Marketing makes use of social media platforms and websites to promote Our product or Services. It targets social platforms like Facebook, Instagram, for brand promotion, target audience growth, driving website traffic, and increasing sales.



Know you Instructor

ROHAN SHARMA

Dean, Corporate PGDM - Digital Marketing
Google Certified, Digital Marketing Certified
Founder of DigiPro Marketing Academy

- A Mentor is someone who seems more talent & Ability in within you, that you seen in yourself. and helps bring it out of you .
- He focus on our approach distinctive and our teaching tools highly conductive to better learning.
- We have a vision to equip trainees and provide strong skills set.
- His Key Areas of Expertise is Content Marketing, Search Engine Optimization, Digital Marketing Strategy Building, Google AdWords, Social Media Marketing & Online Brand Reputation Building & Management.

The Benefits of "Ecommerce & Social Media Marketing" for Business

- Ecommerce Seller Service will decrease inventory cost & eject the requirement of a physical location.
- Ecommerce is Much favorable for buying products & Services without being present Physical.
- Social Media marketing is Very Meaningful tool to Hit your Product Customers, Generate leads and raise awareness among the consumers.
- SMM also Increase Brand Loyalty & gives better conversion rate.

Our Program Agenda

Social Media Marketing

To aware students with a road map of SMM

Google Adwords

Show your advertisement to Possible Leads and Consumers

Become an Online Seller in India

To Place Your Business Online

Google My Business

Process to List Your Business on Google Map with Business Profile

E commerce Seller Management

Website or E commerce Site Creation

Email Marketing

Use of Email Marketing for Commercial Messaging

MODULE 1

Social Media Marketing

- Introduction to Social Media Marketing
- How Social Media Marketing Helps Business?
- Social Media Marketing Platforms
- How to Create a Social Media Marketing Strategy
- How to Measure Social Media Metrics

MODULE 2

Face Book Marketing

- Create a business account
- Get a personalised marketing plan
- Optimise your Facebook posts
- Advertise on Facebook
- Boost my posts
- Setup a shop on Facebook
- Develop the right Facebook strategy
- Optimise your shop

MODULE 3

Instagram Marketing

- Create a business account
- Get a personalised marketing plan
- Optimise your Instagram posts
- Advertise on Instagram
- Boost my posts
- Setup a shop on Instagram
- Develop the right Instagram strategy
- Optimise your shop

MODULE 4

Google For Merchants

- How to Get Register for Google for Retailer
- How to do Smart Shopping Campaigns
- How to List Product for Sell
- Learn about google merchant center
- Learn about google manufacturer center
- Local Inventory Ads for Product

MODULE 5

Google Adwords

- How Google Adwords Help in Your Business?
- How does Google Ads work?
- Types of Google Ads
- How to Use & Create Google Ads
- Google Ads Bidding Strategies
- Google Ads Terms
- Google Ads Best Practices

MODULE 6

Whats App Marketing

- Know to Define Your Goals and Key.
- How to Identify Your Target Audience.
- How to Download the Business App.
- How to make a personal brand
- Create a contact list by learning how to do so.
- Understand how to design your communication & Provide excellent client service.

MODULE 7

E Mail Marketing

- How does email marketing work?
- Getting Started with Email Marketing
- How to Build Your Email List ?
- How to Select E mail Marketing Platforms?
- How to Send Marketing Emails ?
- Email Marketing Problems & Solutions

MODULE 8

E Commerce Seller Management

- Introduction to E- Commerce for Retailers
- How to Build Online Product Selling Strategy?
- Process & Strategy to Start E Commerce for Products & Services
- Amazon Seller Services
- Flipkart Seller Services
- Meeshu Seller Services

Eligibility & Program Fees

How tech helps companies evolve and innovate



ELIGIBILITY

These programme are designed for youth people and anyone who wants to start their own industrial/self-employment business.



DOCUMENTS REQUIRED

- Passport Size Photograph
- Aadhar Card Copy
- Latest education Marksheet
- CHEQUE /DD in Favour of " Principal Director PPDC AGRA "
- Cash Also Accepted



FEES

24 Hours Classroom Training
Rs. 3800 /-
(Inclusive Tax , Start Kit , Certification)

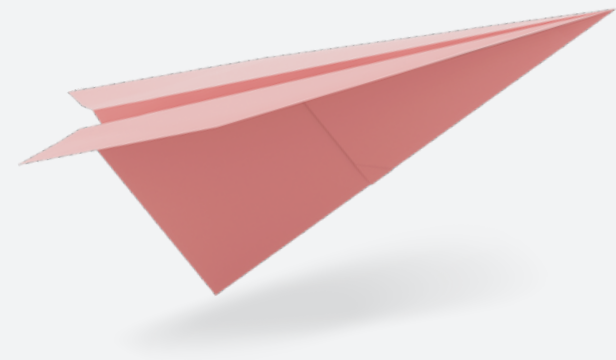
MSME

Ecommerce & Social Media Marketing of Product & Services Certification



Happy Faces of MSME Digital Marketing Certified Students





Do you have any
questions?

Send it to us! We hope you learned Many New Things
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OF PRODUCT & SERVICES

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