



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

Ministry of Skill Development and Entrepreneurship, Govt. Of India
A-23, Sector-62, Institutional Area, Noida - 201309, UP, India

**Entrepreneurship Development Programme on
Social Media Marketing**

13th - 14th Jan. 2018 (10:00 AM to 5:30 PM)



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**What is Social Media Marketing?
Zero Investment Marketing**

Programme Objectives

The training programme deals with learning ways of income generation through social media marketing. The Main objectives of the Programme are:

- ✚ Learn to Earn through Social Media Marketing
- ✚ Learn to start your own business using social media
- ✚ Make Your Own YouTube Channel
- ✚ Learn to Earn Dollars through YouTube
- ✚ Know Secret YouTube Tricks
- ✚ Learn to Receive Payment through Google AdSense
- ✚ Learn Facebook Earning Techniques
- ✚ Learn Facebook Business Manager
- ✚ Learn Twitter Earning Techniques
- ✚ Learn to Earn through BlogSpot
- ✚ Learn WhatsApp Marketing
- ✚ Learn B2B LinkedIn Networking Tips & Tricks
- ✚ Learn viral Marketing
- ✚ Learn Online Crowd Funding through Social Media
- ✚ Learn to Earn through Online Crowd Funding Websites
- ✚ Raise Lakhs of Rupees Through Online Crowd Funding
- ✚ Learn Online Crowd Funding secrets
- ✚ Linking Social Media with E-Commerce
- ✚ Introduction to Google AdWords
- ✚ Introduction to Instagram & Pinterest
- ✚ Introduction to Wikipedia
- ✚ Introduction to Daily Motion
- ✚ Introduction to SoundCloud
- ✚ Learn to Work from Home

Extremely Beneficial for:

Students | Businessmen | Entrepreneurs | Startups | Corporate employees
Working Professionals | Housewives | Retired People | NGOs

Course Methodology

Two days programme will include classroom lectures with live presentation for the participants and individual and group practice. Candidates are advised to bring their own Laptop/i-pad/Tab/Smart Phone for the programme. Free Wi-Fi will be provided. Soft copy of study material will be provided at the end of the programme.

Programme Venue

A-23, Sector-62, Institutional Area, Noida - 201309, UP, India

Fee Details

Rs. 5000/-

This includes course fee, Wi-Fi, Projector, individual practice for all, lunch, tea/coffee and **NIESBUD Certificate**.

E-certificate will be awarded. It can be verified at www.niesbudtraining.org

Mode of Payment:

- 1) Cash payment at NIESBUD*
 - 2) DD drawn in favour of NIESBUD payable at Noida*
 - 3) Cheque Payment to NIESBUD*
- Online Bank Transfer.*

The details are:

Name of Bank: Oriental Bank of Commerce

Account Holder's Name: National Institute for Entrepreneurship and Small Business
Development

Address: B-31, Sector 62, Noida

Account No: 09312011002654

Account Type: Savings

IFSC Code: ORBC0100931

MICR Code: 110022092