

# Training on “Digital Marketing Skills for Agri-Startups”

Batch - 4



 Duration of the Program- 'Two weeks'

 Mode of program - Online

## Objectives of the Training

- To provide a comprehensive understanding of Digital Marketing
- Hands-on experience on the tools and metrics of Digital Marketing
- Make startups to run their Digital Marketing Campaign

## Who can Participate?

- ▶ Agri Startups
- ▶ Agri Entrepreneurs
- ▶ Professionals in Startup Ecosystem
- ▶ Agricultural Extension professionals
- ▶ Startup Ecosystem enablers
- ▶ Idea Stage / Pre-Idea Stage Entrepreneurs /Startups

## Training Helps to Improve

- 1) Working knowledge about Digital Platform for the Promotion of Business
- 2) Unique Strategies of Digital Marketing over Traditional Marketing
- 3) Knowledge about Effective Methods, Tools & Techniques used in Digital Marketing
- 4) Strategies used in Social Media Marketing and Website Marketing
- 5) Promotional methods through E-commerce

## Charges for Training:

**2500/- (Two Thousand Five Hundred Rupees only)**

Link to apply



<https://www.manage.gov.in/>  
<https://www.manage.gov.in/managecia/>

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