

Training on “Digital Marketing Skills for Agri-Startups”

Batch - 6



 Duration of the Program- **"10 days"**

 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/>
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Centre for Innovation and Agripreneurship (CIA)

National Institute of Agricultural Extension Management (MANAGE)

(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)

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