



**Centre for Innovation and Agripreneurship
National Institute of Agricultural Extension Management (MANAGE), Hyderabad**

Training on “Digital Marketing Skills for Agri-Startups” by MANAGE Two-week online training program

National Institute of Agricultural Extension Management (MANAGE), an autonomous Institute under the Ministry of Agriculture & Farmers Welfare, Government of India, the apex body for Agricultural Extension located in Hyderabad, Telangana. MANAGE offers agricultural services like Management training, Consultancy, Management Education, Research, and information services.

MANAGE-Centre for Innovation and Agripreneurship (CIA) is a agri-business incubation centre at the National Institute of Agricultural Extension Management (MANAGE). The centre’s focus is on promoting Agri-Startups, which provides better support to their services, products, technologies in the agriculture value chain. MANAGE-CIA has mentored 580 Agri-Startups and incubated 383 startups so far. Apart from training and mentoring, MANAGE-CIA has facilitated Agri-Startups by creating networking, collaborations, market linkages and extended end-to-end support for developing their business.

Role of Digital Marketing

‘In the era of the digital revolution, if you don’t know digital marketing, then you don’t know Marketing at all’. In this era, new technologies have opened immersive opportunities for new methods for marketing. Different marketing strategies and advertisement & promotional methods through digital marketing have opened new possibilities for entrepreneurs and Startups for flourishing their business and dreams. But creating a footprint in digital marketing for startups is difficult, most of the startups are taking the support of digital marketing experts for their digital campaign/advertisement, which is very expensive. Startups are less aware of the latest trends, methods and tools in digital marketing. To bridge this gap between startups and digital marketing, MANAGE-CIA is conducting a Two-weeks astounding training on “Digital Marketing Skills for Agri-Startups.”

MANAGE Digital Marketing Program for Startups : Two weeks online training Program

MANAGE’s Digital Marketing training program aims at developing an overall understanding of digital marketing methodologies, online marketing & social

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media platforms, mainly web analytics, social media tools and analytics, marketing through search engines, search engine optimization, mobile marketing, email marketing, pay per click, digital display marketing, content marketing and all other important aspects of digital marketing will be covered effectively. The training also focuses on the capacity building of startups regarding revenue generation through digital marketing, self-website development strategies & activities, and being aware of the latest trends of social media marketing. It is a two-week online training program to enhance the overall skill sets and knowledge in digital marketing methods, strategies, digital tools and other digital media aspects/forums.

Objectives of the Training:

- To provide a comprehensive understanding about Digital Marketing
- Hands-on experience on some tools and metrics of Digital Marketing
- Make startups to run their Digital Marketing and social media Campaigns.
- Help startup to create exceptional digital marketing strategies to attract customers.

Benefits of Training to the Participants:

- Participants can get information and on-the-job experience about the effective use of the digital platform for the promotion of their business.
- Participants are able to understand the major difference between traditional marketing and digital marketing, and different types of digital marketing methods.
- Participants can get information regarding the different effective methods, tools and techniques used in digital marketing.
- Can get the information about effective techniques used for website development for Agri-startups and promotion of business through websites.
- Easy to identify the importance of social media for Agri-startups in digital marketing like Facebook, What's App, Instagram, Linked In, etc. and also able to learn how to generate revenue through this social media.
- Participants can understand the role and use of e-commerce websites in digital marketing and be able to understand the cost-margin ratio for the promotion of products through e-commerce.
- Facilitate them to know how to reach a wider audience, scale their business further, and generate more revenue by using digital platforms.
- Facilitate in exploring the future opportunities for promoting the business through digital marketing strategies.

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Who can Participate?

- For those startups or entrepreneurs who finds it difficult to market your products/service digital platform
- For those who wanted to gain and enhance knowledge and skill sets in digital marketing and in all other important digital media aspects
- Those who want to support and guide startups and entrepreneurs in digital marketing

Duration of Training

- Two weeks Online training program (Seven days training followed by three days of one-on-one session with industry leading experts)

Training Fee

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

Bank details: (Please take an informed decision)

Beneficiary Name - National Institute of Agricultural Extension Management (MANAGE)

SB Account No - 52032275803

Bank - State Bank of India

Branch- SBI, Rajendranagar, Hyderabad

IFS Code- SBIN0020074

MICR Code – 500002348

Application Link: <https://forms.gle/3fb5WrRJnFWTKKHv5>