

1 –Day Hands-on Workshop on Advanced Digital Marketing

Learning objectives	1. Google Analytics 2. Search Engine Optimization (SEO) 3. Social Media 4. Google AdWords
Organized by	<ul style="list-style-type: none"> Venture Center Eha Management Consultancy, Pune
For whom	<ul style="list-style-type: none"> Marketing Managers, Executives, Entrepreneurs, Scientists, Engineers, Students, and anybody who wants to do effective marketing Startup Entrepreneurs
When	Saturday, 17 September 2016 Time: 9am - 5pm
Where	E-classroom, Venture Center, 100 NCL Innovation Park, Dr Homi Bhabha Road, Pashan road, Pune -411021
Contact	Ms. Lipika Biswas 02025865877 eventsdesk@venturecenter.co.in Dr. Sachin Bhide 9823038828 sachinworking@gmail.com
Cost	Registration Fees: Rs 3000/- Maximum 35 seats ; First paid first served basis
Registration	<p>Application form available at http://goo.gl/DKNdjl Last date for receipt of applications with payment 14 September 2016</p> <p>For more details, visit: http://venturecenter.co.in/eworkshops/</p> <p>Note:-</p> <ul style="list-style-type: none"> Fees paid is not refundable and non transferable under any circumstances. Organizers reserve the right to accept or refuse or delay registrations to optimize the composition of the group and to maximize learning for all participants.

Introduction

In this workshop we will have practical in each session on a computer with Internet connectivity provided at the venue.

After setting up your digital marketing strategy, website, blog and email marketing system in place, it is time for Advanced Digital Marketing. In this workshop learn how your website visitors behave through Google Analytics. Learn to help your searchers through Search Engine Optimization (SEO). Power of media is at your finger tips thorough Social Media. Learn how to use it effectively. Sometimes we also have to start with paid advertising; we will get started with Google AdWords.

The workshop is designed based on four specific learning objectives. If you want to participate in this workshop, please go through the learning objectives before taking decision. Professionalism is an attitude we stick to pre-decided learning objectives although we will be glad to answer your queries at the workshop. 'Basic' and 'Advanced' are relative terms, to simplify we have given learning objectives for you to decide. We consider participants experience levels to give relevant examples at the time of workshop and not to change the learning objectives. Consider Digital Marketing as an approach and not a onetime subject. We need to update ourselves continuously. We hint the level of workshop with its title for example this one is named 'Advanced Digital Marketing', previous workshop was called 'Digital Marketing Fundamentals'.

Workshop outline

- Learn how digital visitors are behaving through Google Analytics
- Learn helping your searchers through Search Engine Optimization (SEO)
 - What is SEO?
 - Importance of SEO
 - SEO methodology
- Learn to use power of media effectively through Social Media
 - Facebook Page, LinkedIn, Twitter, Google+ Page
 - Designing content for social media
 - Ways to build & engage audience
- Get started with paid advertising through Google AdWords

Workshop includes

- Practical sessions
- Computers with Internet access for practical
- One-on-one interaction with the expert
- Certificate of Participation issued by Venture Center
- Membership in events mailing list of Venture Center
- Tea and lunch at Venture Center cafeteria

***Please note, the participants will have to arrange for their own travel/local transport and accommodation and dinners.**

- For accommodation (standard and budgeted hotels) please visit:
<http://www.venturecenter.co.in/puneguide/standard.php>
- For accommodation (deluxe and luxury hotels) please visit:
<http://www.venturecenter.co.in/puneguide/deluxe.php>
- For local transport details visit:<http://www.venturecenter.co.in/puneguide/taxi.php>

Workshop Schedule		
Time	Session Title	Lead
9.00-9.15	Registration	-
9.15-9.30	Introduction to the course and faculty	Soma Chattopadhyay
9.30-11.00	Understanding web visitors through Google Analytics	Dr. Sachin Bhide
11-11.15	Tea break	-
11.15 to 12.45	Make your offerings effectively searchable through Search Engine Optimization (SEO)	Dr. Sachin Bhide
12.45-14.00	Group photograph and lunch break	-
14.00-15.00	Using power of media effectively through Social Media	Dr. Sachin Bhide
15.00-15.15	Tea break	-
15.15-16.45	Google AdWords	Dr. Sachin Bhide
16.45-17.00	Workshop conclusion, feedback, & certificates	Soma Chattopadhyay

Anchor Faculty	
	<p>Dr. Sachin Mohan Bhide</p> <p>Sachin is a Marketing Strategy Consultant & founder of Eha Management Consultancy with two decades of marketing experience. He has authored the books 'Effective digital marketing strategy' & 'Effective marketing for entrepreneurs'. He is an award winning Speaker. He has earned his PhD in Marketing & has done Masters in Business Administration and Commerce. He has advised around 50 companies and trained few thousands professionals.</p>

About the organizers	
	<p>Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. Venture Center focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering. The Venture Center is a technology business incubator supported by DST-NSTEDB.</p> <p>For more information, visit http://www.venturecenter.co.in/</p>
	<p>Eha Management Consultancy specializes in designing marketing strategy. More on: http://www.ehamanagementconsultancy.com</p>