P.R.No: 1158 **Date: 07.08.2024**

Entrepreneurship Development and Innovation Institute
Three days "Entrepreneurship – Digital Marketing Training

Entrepreneurship Development and Innovation Institute (EDII), Chennai is organizing training programme for three days **"Entrepreneurship – Digital Marketing' training from 21.08.2024 to 23.08.2024** (Time: 10.00 AM to 5.45 PM) at EDII-TN Campus, Chennai – 600 032.

Subjects covered under the topics are "Entrepreneurship – Digital Marketing' Training Promotion of Introduction AI – Digital Marketing, Data Handling , Marketing Strategy, Contend Marketing, Social media Data, Digital Presence, Connecting Demand & Customers, Digital online tools and support system, Introduction to Digital Marketing: Basics, Trends and Importance, Understanding the Digital landscape: Social Media, SEO, and Paid Advertising, Identifying Target Audience: Strategies and Audience Segmentation, Building Digital Presence, Driving Market demands, Build Earning and Revenue Models, Digital Business Solutions, Connect and Networks.

Interested candidates (Male / Female / Transgender) above 18 years of age with minimum educational qualification of 10th standard can apply. An air-conditioned hostel is available at low rent for the accommodation of male/female/transgender trainees. Aspirants can apply for this and pre-register.

For further information, please visit website www.editn.in. Please contact the following telephone / mobile numbers on working days (Monday – Friday) between 10.00 AM to 05.45 PM for further information.

Pre – registration is compulsory & Contact details:

Entrepreneurship Development and Innovation Institute, SIDCO Industrial Estate, EDII Office Road, Guindy, Chennai – 600 032.	**8668100181 /9841336033**

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