



Proposal for Workshop on Social Media & Digital Marketing

*For Under Graduates/Graduates/Post-Graduates/Aspiring and Existing Entrepreneurs
(Duration-10Hrs-Cost INR2500 per head)*

Social media and Digital marketing is of increasing importance to most businesses and organizations. This workshop cum certification course from Connoisseur Hub covers the concepts and application of social media marketing and will equip you with the skills to plan and implement a successful social media marketing strategy.

Course topics include the use of email marketing, affiliate marketing, using social media tools such as Twitter, podcasting and blogging, and how to use Facebook to create a fan page and increase traffic to your business page.

It will be of interest to people who wish to learn more about this subject or to advance their career prospects in the social media and digital marketing arena.

Outline for Workshop:

- ★ **Introduction to Social Media**
- ★ **Platforms in detail (traffic as well as brand awareness)**
- ★ **Social Media Facts**
- ★ **Social Media Tools**
- ★ **Social Media Analysis**
- ★ **Campaign Management**
- ★ **Examples and Case Studies**

• 100% Intellectual, Analytical, Conceptual, Fun.
****First ever Innovative Comprehensive Program****

Note: Certificate will be provided by Connoisseur Hub. The workshop can be done as a two day program of 5hrs each day. Faculties are Social Media Experts who are handling many live projects in the market.

To avail the Consulting Program kindly contact on the details mentioned on the Footer:-

Team Connoisseur Hub

Call: +918976488152 Email: eays@connoisseurhub.com Visit us at: <http://www.connoisseurhub.com/>

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