



On-line session on Digital Marketing (CVT – DM) - 15th July, 2020



Digital Marketing is emerging as one of the most critical and mandatory concepts in the contemporary world. It is being listed as one of the important skills to be had in job specifications, in job roles pertaining to various functions.

This program would help the professionals from Insurance companies and Banks to acquire an understanding about the basic aspects of Digital Marketing.

The program is designed to support the participants appreciate the strategic importance of the concept of Digital Marketing. It shall enable the participants to use the knowledge about the

concept to make better utilization of the digital tools available which will help enhance business opportunities.

COI has created '*Virtual Training (CVT) Rooms*' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

The sessions would cover the following areas:

- Need for Digital Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Pay Per Click (PPC)
- Affiliate Marketing
- Email Marketing
- Online PR
- Inbound Marketing
- Sponsored Content

Who should attend: Marketing Executives, and back office teams of general, life and Stand-alone Health Insurance companies, Brokers and TPAs.

| Duration | Date | Time | Hours |
|----------|----------------------------|---------------------|-------------|
| One Day | 15 th July 2020 | 10.00 AM - 01.00 PM | 03.00 Hours |

Course Fees: Rs.1770/- (Rs.1500/- + 9% CGST + 9% SGST)

How to enroll: You may send nominations by mail on college_insurance@iii.org.in

Certificate of Participation: Online Certificate will be issued to all the participants.

Programme Co-coordinator:

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