

Virtual Training Session on Insurtech and Digital Marketing (CVT - I & DM)

6th July 2021



Digital Marketing is emerging as one of the most critical and essential marketing concepts in the contemporary world. It is being listed as one of the most important skills to be possessed for optimum performance of various job roles. This programme would help the professionals from Insurance companies and Banks to acquire an understanding about the basic aspects of Digital Marketing.

The programme 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.

Programme Objectives: 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

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

Duration	Date	Time (IST)	Hours
One Day	6 th July 2021	10.00 hrs. - 13.00 hrs.	03.00 Hours

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

How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in

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

Programme Coordinator:

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For enrolment and technical support call / whatsapp on	Name	Mobile No.	Name	Mobile No.
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