



Virtual Training Session on Mass Media/ Social Media and Insurance Marketing (CVT-MM/SM&IM) – 8th December, 2020



Post COVID-19 we all have become dependent on technology for all aspects of our life. Considering the new normal and social distancing norms it's difficult to meet the prospects in person and inform them about the product features and do the need analysis. In such a scenario; new ways of connecting are emerging and mass media and social media are playing a very important role in the same. What one puts on this mass media is helping make or break the product perception and also acting as the biggest influencer in decision making of the end users. In this background, the College of Insurance aims to provide insurers

with a strong theoretical framework on concept of mass media and social media marketing Liabilities to bring in a higher level of professionalism in their work.

The programme is designed to enable participants to:

- Understand basics of social media marketing
- Understand various social media tools and social media management
- Appreciate the issues and challenges while marketing on these media platforms
- How to optimize use of these social media
- How to do the branding to stand out from others
- Online reputation management
- Managing customer experience
- Learn basics of search engine optimization and search engine marketing

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

Participant Profile: Practitioners in insurance, information technology and related areas, working in the marketing and technical departments of various insurance and broking companies and in related areas.

Duration	Date	Time (IST)	Hours
One Day	8 th December 2020	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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