

Event Name: Training Program on Strategic Digital Marketing

Event Date: 6th to 8th April 2019

Place: Guwahati, Assam

FICCI STATE : Assam State Council

FICCI North East launched Enterprise Series Training Programs as part of its initiative to catalyse management development in the NER so as to help the regional enterprises compete in a global marketplace.

The first Training Program on 'Strategic Digital Marketing Training' was organized at the FICCI conference hall in Guwahati from 6th to 8th April 2019 and was aimed to equip the participants with the relevant skills in 'Digital Marketing' through efficient use of Social Media Platforms and Analytics which could be a key to expanding outreach and brand visibility.

The training was attended by young entrepreneurs from various sectors. The trainers Mr Sagar Shah and Mr Sib Pokhel discussed various aspects of Digital Marketing like Search Engine Optimisation (SEO), CMS Based Web Development, Whatsapp and Facebook Marketing, Email Marketing, Google Analytics, Google Ads. The program received very good feedback from the participants who took part in the 18 hour long program spread over three days.