



रा.इ.सू.प्रौ.सं  
**NIELIT**

## NATIONAL INSTITUTE OF ELECTRONICS AND INFORMATION TECHNOLOGY

(An Autonomous Scientific Society of Ministry of Electronics  
and Information Technology, Govt. of India)

# NIELIT GIDA STUDY CENTRE, GORAKHPUR

Organizes

**2 HOUR**

**WEBINAR**

on

**DIGITAL MARKETING**

Learn | Grow | Build Your Future Online



### What You Will Learn?

- What is Digital Marketing?
- Content Creation
- Advertisement & Promotion
- Website & Social Media Presence
- Search Engine Optimization (SEO)
- Google Ads & Facebook Marketing
- YouTube Marketing & Video Creation
- Web Analytics & Google Analytics
- Freelancing & Earning Opportunities
- E-commerce & Mobile/Email Marketing

... and much more!

***"If your business is not  
on the Internet, then your  
business will be out of business"***

**- Bill Gates**

### Why Attend?

- ✓ Practical & Industry Relevant Knowledge
- ✓ Live Interaction with Expert
- ✓ Useful for Students, Professionals, Entrepreneurs & Job Seekers
- ✓ Boost Your Online Presence & Skills

### Presenters

**Shri S.C Agrawal**  
(Center In-Charge)

**Shri Shashi Kant  
Mani Tripathi**  
(Faculty)