

Training on

Digital Marketing Skills for Agri-startups

MANAGE-Centre for Innovation and Agripreneurship (CIA) is hosted at the National Institute of Agricultural Extension Management (MANAGE). The center's main focus is to promote Agri-Startups, which provides better support to their services, products, technologies in the agriculture value chain.

In the era of the digital revolution, technology has opened new opportunities for marketing. Different marketing strategies, revenue generation, and promotion of services through digital marketing opened new avenues for Agripreneurs and Agri startups for their business. Creating a footprint in digital marketing for startups is difficult. Startups are taking the help of digital marketing experts for their digital campaign which is cost-effective in the primary stage. Startups are less aware of the latest trends in digital marketing. To bridge the gap and build digital skills for startups, MANAGE-CIA is conducting a Five-day training on "Digital Marketing Skills for Agri-startups."

Digital Marketing training aims at developing an overall understanding of digital marketing, online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, pay per click, digital display marketing, content marketing and other ways of digital marketing. The training also focuses on the capacity building of Agri-startups regarding revenue generation through digital marketing, self-website development strategies & activities, and being aware of the latest trends of social media marketing.

Objectives of the Training:

- To provide a comprehensive understanding of Digital Marketing
- Hands-on experience on the tools and metrics of Digital Marketing
- Make startups to run their Digital Marketing Campaign

Benefits of Training to the Participants:

- Participants can get information/Working knowledge and on-the-job experience about the effective use of the digital platform for the promotion of their business.
- Participants are able to understand the major difference between traditional marketing and digital marketing and different types of digital marketing as well.
- Participants can get information regarding the different effective methods, tools and techniques used in digital marketing.
- Can get the information about effective techniques used for website development for Agri-startups and promotion of business through websites.

- Easy to identify the importance of social media for Agri-startups in digital marketing like Facebook, What's App, Instagram, Linked In, etc. and also able to learn how to generate revenue through this social media.
- Participants can understand the role and use of e-commerce websites in digital marketing and be able to understand the cost-margin ratio for the promotion of products through e-commerce.
- Help them to know how to reach a wider audience, scale their business further, and generate more revenue by using digital platforms.
- Help to find out the future opportunities of promotion of business through digital marketing.

Who can participate?

- Agri Startups
- Agri Entrepreneurs
- Professionals in Startup Ecosystem
- Agricultural Extension professionals
- Startup Ecosystem enablers
- Idea Stage / Pre-Idea stage Entrepreneurs / Startups

Duration of Training

- 5 days (4 days training + 1 day one on one session)
- Period – 21st to 25th February 2022

Charges for Training

- Rs. 2500/- (Rupees Two Thousand Five Hundred only)

Last date to Apply

- 20th February 2022

