Digital Marketing
with Entrepreneurship Development

2 Weeks / 30 Hours
Job oriented exhaustive program

Summer Internship & Training Program

New Delhi – Varanasi – Bengaluru

Official Partner

EISystems ™
Unconventional **Ideas.**
Systematic Approach.

EISYSTEMS SERVICES
FF-113, Express Greens Plaza, Sector 1, Vaishali, Ghaziabad
Delhi NCR – 201010 - India
W: www.eisystems.in/**sitp** | **sitp**@eisystems.in | +91 120 4130111

About EISystems

EISystems Services is a leading Indian technology identity with operations in 16 states and union territories of India. EISystems (We call it EISys) offers computer forensics, automobiles, robotics and socialmedia related solutions for enterprises and and student community. Our retail domain "Robokwik" have been in among top self learning products provider brands in India. We have trained about 70000 students and impacted around 2 lakhs students through our various outreach initiatives since our founding.

Our Clientale

Some of the colleges where we had already felt our presence are given below:-

Indian Institute of Science, Bangalore
Indian Institute of Technology, Bombay
Indian Institute of Technology, Delhi
Indian Institute of Technology, Madras
Indian Institute of Technology, Kanpur
Indian Institute of Technology, Roorkee
Indian Institute of Technology, Guwahati
Indian Institute of Technology (Banaras Hindu University), Varanasi
Indian Institute of Technology, Indore
Indian Institute of Technology, Jodhpur
Indian Institute of Technology,Hyderabad
National Institute of Technology, Tiruchirappalli
National Institute of Technology, Warangal
National Institute of Technology, Calicut
National Institute of Technology, Patna
National Institute of Technology, Jalandhar
National Institute of Technology, Jaipur
National Institute of Technology, Durgapur
National Institute of Technology, Surat
National Institute of Technology, Allahabad
Indian Institute of Information Technology, Allahabad
ABV- Indian Institute of Information Technology & Management, Gwalior
PDP- Indian Institute of Information Technology & Management, Jabalpur
College of Engineering Guindy, Anna University, Chennai
PSG College of Technology, Coimbatore
JNTUH College of Engineering, Hyderabad
SRM University

and more than 100 engineering colleges across India.

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Internship & Training Program

Prerequisites

Participants from 1st year/ 2nd year / 3rd year / 4th year of CSE/IT/MCA/BCA/BSc IT/ECE/ MBA/ BBA/ B.Com branch/course will get more benefited after joining this program.

What to bring during training program?

Here's the checklist

1. A laptop with Microsoft Windows configuration.
2. Laptop Charger/ Adapter for charging purpose.
3. USB Mouse for designing purpose.

Post Training Deliverables

Every participant will get all under mentioned deliverables

1. 30 hours classroom training by specialized trainer.
2. Certificate of Internship from Eisystems Services & Technex IIT (BHU) Varanasi
3. Printed Study Material Booklet
4. EISystems Access ID Card & Stylish Storage Folder
5. Notepad & Pen
6. Guidance for Entrepreneurship in chosen field or employment support (if asked).
7. Chance to assist our trainer in our workshop(s) at IISc, IITs, NITs etc.

Fees & Discounts

There are multiple type of discount(s) available as mentioned below:-

Category 1: Single / Individual Entry

Installments	Amount
First Installment	Rs. 1000 per participant only
Second Installment	Rs. 6500 per participant only
Total Fees	Rs. 7500 per participant only

Category 2: Group Discount (2 to 5 Members Group)

Installments	Amount
First Installment	Rs. 1000 per participant only
Second Installment	Rs. 6200 per participant only
Total Fees	Rs. 7200 per participant only

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Category 3: Access Card Discount

This discount will be valid for all aspirants having EISystems Access Card or have participated in any workshop(s) / training program delivered by Eisystems Services, limited seats & subject to seat availability.

Installments	Amount
First Installment	Rs. 1000 per participant only
Second Installment	Rs. 5900 per participant only
Total	**Rs. 6900 per participant only**

Important

Considering minimization of transaction charges, Eisystems Services reserves full right to decide the number of installments and adjustment of remaining fees along with deadlines as it will be done to benefit attendee / participants only.

How to pay Confirmation fees?

The payment of registration fees can be made using undergiven modes:-

Online Mode

Credit Cards / Debit Cards
Net banking
Ola Money
PayTM / Google Pay / PhonePe

Please visit www.eisystems.in/sitp/payment.php for instant payment & more details.

Offline Mode

Direct Bank Deposit in Kotak Mahindra Bank

Step 1: Go to any Kotak Mahindra Bank near you.
Step 2: Fill the Pay-In-Slip with required amount and undergiven account number
Step 3: Deposit the amount in bank account, the details of it are given below:-

Bank Name   :Kotak Mahindra Bank
Account Name   :EISYSTEMS SERVICES
Account Number   :2011117760
IFSC Code   :KKBK0000149
Type   :Current
Branch   :Mathura

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Step 4: Take the countersigned Pay-In-Slip from bank counter with valid seal and transaction number and write the name of participants on the back side of it.

Step 5: Take a picture of both sides of Pay-In-Slip and upload it on our website (www.eisystems.in/sitp/payment.php) along with information of each attendee on that payment slip like Name, Phone Number, Email Address, Course Name, Center, City.

Step 6: Keep this payment slip with you and we will collect it at the time of registration otherwise we may not consider your registration.

Course & Content

All of the sessions will be practical oriented, so it will be really great if participant(s) can look on the syllabus which we are going to cover during training days.

Session 1
Introductory Session
      0. About EISystems
      1. Current Trends & Market Requirement
      2. What is Digital Marketing?
      3. What is Entrepreneurship?
      4. Role of Digital Marketing in Entrepreneurship
      5. Future of Marketing
      6. Why Digital Marketing?

Session 2
Digital Marketing - Marketing Fundamentals
      1. Create a Buyer Persona & Unique Selling Proposition (Project Overview)
      2. How to Create a Buyer Persona
      3. Ways to Find Your Audience Online
      4. How to Identify Your Unique Selling Proposition
      5. Taking Action: Create a Buyer Persona & Unique Selling Proposition
      6. 3 Steps to Get Valuable Feedback on Your Project

Session 3
Digital Marketing - Market Research
      1. Create How to Design Your Online Survey.
      2. How to Distribute Your Online Survey?
      3. How to Analyse Your Survey Results

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Session 4

Digital Marketing - Website Development Session -1

1. Domain & Domain Names
2. Hosting & Anti Domain Registration
3. Starting with HTML
4. Blogging & Pages
5. HTML Coding & Minor Experiments

Session 5

Digital Marketing - Website Development Session -2

1. HTML Tags
2. Master Page Concept
3. Hyperlinking
4. Heading Structure & Caffeine recommendations

Session 6

Digital Marketing - Search Engine Optimisation

1. Understanding Queries on Search Engine.
2. Search Results
3. Code Optimization Techniques
4. URL Structure
5. User Perception based Search Engine Optimisation.

Session 7

Digital Marketing - Social Media Optimisation

1. Understanding Engagements.
2. Social Plugins & Widgets
3. Web Messenger Tools
4. Online Reputation Management
5. Facebook Pages.

Session 8

Digital Marketing - Google Analytics

1. Website Data & Traffic Analysis using Google Analytics.
2. Strategic Decisions after analyzing patterns from software.
3. Website Code Optimisation & Feedback
4. Realtime Website Traffic Data Analysis

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Session 9

Digital Marketing - Email Marketing
1. Relevance of Domain Email Address'.
2. Emailing Lists
3. Issues with Mailing Lists
4. Email Marketing Software for Lead Generation Purpose.
5. Data Analysis using Email Marketing Software & Strategic Decisions based on it.

Session 10

Digital Marketing - SMS Marketing
1. Why SMS lists?
2. Promotional & Transactional SMS
3. Template SMS.
4. SMS Marketing Software for Lead Generation Purpose.
5. Data Analysis using SMS Marketing Software & Strategic Decisions based on it.

Session 11

Digital Marketing - Facebook Marketing
1. Facebook Page
2. SMO with Facebook
3. Call Button & Cover Page Relevance
4. Facebook Post Promotion
5. Facebook Ads
6. Locational Ads Display & Criteria
7. Facebook Analytics

Session 12

Digital Marketing - Google Marketing
1. Google Ads
2. PPI / PPC Campaigns

Session 13

Entrepreneurship – Problem Statement & Market Size
1. What is the problem you are trying to solve?
2. Is the market ready for this kind of product or service?
3. What is market size?
4. What is Market Segmentation?
5. What is the customer segment you are targeting?

Session 14
Entrepreneurship – Competition
1. Landscape
2. Unique Selling Proposition
3. Early Mover Advantage
4. Mee Too.

Session 15
Entrepreneurship – Customer
1. Acquisition Strategy
2. Retention Strategy
3. Who are your customers?

Session 16
Entrepreneurship – Business Model
1. Financial Model
2. Revenue Model
3. Risks
4. Unit Economics

Session 17
Entrepreneurship – Product or Service Description
1. Minimum Viable Product
2. Quality of Service
3. Scalability

Session 18
Entrepreneurship – Funding & Exit Plan
1. Amount you need.
2. Amount utilization strategy.
3. Breakeven Point
4. Positive Cashflow Status
5. Valuation & Equity Sharing
6. Exit Plan

Session 19
Entrepreneurship – Other Things
1. Team Composition & Structure
2. Legal Status
3. Trademarks & Copyrights
4. Emotional & Family Issues

TECHNEX'20

THE ANNUAL TECHNO-MANAGEMENT FEST, IIT(BHU) VARANASI

Internship & Training Program

Disclaimer:

A session doesn't necessarily depict the day count or the day on which it is going to be covered, we may cover more than or lesser than one session in a day and even alter/amend the schedule by rearranging of session(s) by removing/adding anything from/to overall course, the course structure may differ center wise, Also this is to notify that Eisystems Services is nowhere specifying that center in Varanasi will be IIT BHU campus, our center in Varanasi is different and Technex which is an annual techno entrepreneurship festival of IIT BHU Varanasi is a certification partner for this internship program. Fees once paid will not be refunded except in case of cancellation of training program or as given in terms and conditions. Please checkout given terms and conditions on our website www.eisystems.in/sitp before proceeding for payment