



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

# TECHNEX'19

Internship & Training Program



## Digital Marketing with Entrepreneurship Development

2 Weeks / 35 Hours

Comprehensive Skill Development Program

### Summer Internship & Training Program

Delhi NCR – Bengaluru – Bhubaneswar – Bhopal – Varanasi - Lucknow

Powered by



EISYSTEMS SERVICES

FF-113, Express Greens Plaza, Sector 1, Vaishali, Ghaziabad  
Delhi NCR – 201010 - India

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## Internship & Training Program

### 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 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 Clientele

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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## Duration & Starting Date

### Duration

This is a 15 Days/ 40 hours program and most of the syllabus will be case study based or practical oriented.

### Probable Schedule of Batch at various cities

Center City	Proable Dates of Starting of batch(s)
New Delhi – NCR	Batch A: 6 June 2019
Varanasi	Batch A: 17 June 2019
Bhubaneswar	Batch A: 3 July 2019
Bhopal	Batch A: 25 June 2019
Bengaluru	Batch A: 12 July 2019
Lucknow	Batch A: 5 June 2019

Imp:

The dates/duration of batch(s) may subject to change and it is tentative, the dates of the batch will be decided considering local regional/major university examination schedule.

## Prerequisites

Participants from 1<sup>st</sup> year/ 2<sup>nd</sup> year / 3<sup>rd</sup> year / 4<sup>th</sup> year of CSE/IT/MCA/BCA/BSc IT/ECE /MBA/MCA/BBA/BSc/BA & Budding Entrepreneurs background 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.
4. Notepad & Pen

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### Post Training Deliverables

Every participant will get all under mentioned deliverables

1. Certificate of Internship from Eisystems Services & Technex IIT BHU Varanasi
2. Access ID Card
3. Notepad & Stylish Storage Folder

### Fees & Discounts

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

#### GROUP BASED DISCOUNTS

##### Category 1: Group Discount (2 to 7 Members Group)

Installments	Amount
First Installment	Rs. 1000 only
Second Installment	Rs. 6000 only
<b>Total</b>	<b>Rs. 7000 only</b>

#### INDIVIDUAL BASED DISCOUNTS

##### Category 2: Single / Individual Entry

Installments	Amount
First Installment	Rs. 1000 only
Second Installment	Rs. 6250 only
<b>Total</b>	<b>Rs. 7250 only</b>

All figures in Per Participant only.

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### 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

To pay fees, kindly check Payment link on Email / Website.

#### Offline Modes

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

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: Scan both sides of Pay-In-Slip and send it to **internship.eisystems@gmail.com** 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.

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## 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

### 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

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### 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

### 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.

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### 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 - Truecaller Marketing

1. Why Truecaller?
2. Truecaller Marketing Strategy
3. Account Set Up & Optimization
4. Truecaller Analytics

### Session 12

#### 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 13

#### Digital Marketing - Quora Marketing

1. Quora Platform
2. Questions, Answers & then traffic.

### Session 14

#### 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?

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### Session 15

#### Entrepreneurship – Competition

1. Landscape
2. Unique Selling Proposition
3. Early Mover Advantage
4. Mee Too.

### Session 16

#### Entrepreneurship – Customer

1. Acquisition Strategy
2. Retention Strategy
3. Who are your customers?

### Session 17

#### Entrepreneurship – Business Model

1. Financial Model
2. Revenue Model
3. Risks
4. Unit Economics

### Session 18

#### Entrepreneurship – Product or Service Description

1. Minimum Viable Product
2. Quality of Service
3. Scalability

### Session 19

#### 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 20

#### Entrepreneurship – Other Things

1. Team Composition & Structure
2. Legal Status
3. Trademarks & Copyrights
4. Emotional & Family Issues

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**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.

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