

CERTIFICATE IN PROFESSIONAL DIGITAL MEDIA MANAGEMENT FOR NON PROFIT



**LEAD INDIA INSTITUTE
FOR SOCIAL INNOVATIONS &
SUSTAINABLE DEVELOPMENT**
Let's Make a Just World



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**LEAD INDIA INSTITUTE
FOR SOCIAL INNOVATIONS &
SUSTAINABLE DEVELOPMENT**

Educating Present, Inspiring Future, Empowering Entrepreneurship
AN ISO 9001-2008 CERTIFIED NOT FOR PROFIT ORGANIZATION FOR THE DEVELOPMENT OF NGOS

About Program

The Social media revolution has transformed the way discovered and choose product and services. NGO'S must harness the power of social media digital technologies to reach donors directly with an authentic and trustworthy voice. Therefore through understanding of tactics, best practices and techniques for this critical online promotion channel has become mandatory for managers, NGO owners, and professionals improve their ROI form their digital marketing spends.

PROGRAM CONTENTS

- 🔍 Search Engine Marketing - How to market you product by running ads on Search Engines
- 🔍 Search Engine Optimization - How to get website listed among top search engine results.
- 📊 Web Analytics - How to make business decisions from the digital media metrics
- ✉ Email Marketing - How to build users lists, deliver emails and generate relevant clicks
- 📘 Social Media Marketing - how to build social media brand, and generate leads
- 🌱 Inbound Marketing - Use campus marketing to attract customers and generate business by earing their thus

PROGRAM HIGHLIGHT

- 📄 100% campus with campus examination
- 📱 Learn on the move internet / smart phone
- 🕒 Flexi schedule - learn from anywhere anytime
- ▶ Video lectures and archives
- 📖 Reference books from leading global expert
- 👤 Designed and delivered by intellectual property experts
- 👥 Interactive sessions with industry experts
- 📖 Case studies and real life experience sharing
- 👤 Dedicated student support team

WHO SHOULD ENROLL

- Marketing professional currently using Digital Marketing to meet their objective
- Web marketer, looking for enhancing professional in the Digital Marketing Domain
- Entrepreneur, looking for using online media, to improve their business performance
- Individuals / marketing student, looking for career opportunities in Digital Marketing Domain

WHO SHOULD ENROLL

- Earn upto 1.2 lakhs while studying
- Get the package of 5 lakh p.a after studying
- Online and offline teaching facility
- Get placement in great funding agency
- Get experience certi while learning
- Get scholarships & educational
- Give a dashing dimension to your prof. vision



ABOUT LEAD INDIA FOUNDATION

Lead India Foundation offers industry relevant globally benchmarked online academic programs. Our Industry oriented curriculum experienced subject matter experts as faculty, continues & rigorous evaluation methodology ISO 9001-2000 certified student get world class education while continuing their jobs. Since 2010, Lead India has shaped careers of over 2000 professional by an array of prestigious industry relevant academic programs.

ORGANIZATION WHO WILL BE LINKED FOR PLACEMENT

