

M A T E X I L

MANMADE AND TECHNICAL TEXTILES  
EXPORT PROMOTION COUNCIL

(Formerly SRTEPC)

# Increase Exports through Digital Marketing

## Join 10-hour in-depth Digital Marketing Training Programme

LIMITED SEATS

Starts on 9 December, 2024

Time: 3 pm - 5 Pm

Duration of the Programme : 10 Hours

FEE:

For Members: Rs. 2000/-

For Non-Members: Rs. 2500/-

### What will you Learn?

- ✓ Digital Marketing for Export Success
- ✓ Unlocking the Power of AI
- ✓ Optimizing Google My Business
- ✓ Mastering Facebook for Global Exporters
- ✓ Social Media & Content Marketing for Export Growth
- ✓ SEO & SEM for Global Visibility
- ✓ AI-Driven Customer Engagement
- ✓ Analytics & Campaign Optimization



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For More Information  
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# Core Modules

## Digital Marketing for Export Success

- A deep dive into digital channels (LinkedIn, Facebook, Email) that are most effective for export businesses.
- Proven strategies to "expand into international markets" and optimize your marketing efforts

## Unlocking the Power of AI

- Hands-on mastery of "20 cutting-edge AI tools" that will revolutionize how you create content, perform market analysis, and engage with international clients.
- Real-world applications of AI for "export-focused customer segmentation" and marketing automation

## Optimizing Google My Business

- Ensure your business is "highly visible" to global buyers through Google My Business optimization.
- Learn to effectively engage potential clients and manage reviews to build trust in your target markets.

## Mastering Facebook for Global Exporters

- Set up and optimize a "professional Facebook presence" for your export business.
- Design and execute "highly targeted ad campaigns" to capture attention in international markets, with AI insights to drive better results [Includes Detailed Facebook marketing].



# Core Modules

## Social Media & Content Marketing for Export Growth

- Craft compelling, export-focused content that resonates with your audience on LinkedIn, Facebook, and other key platforms.
- Implement "blogging strategies" that not only enhance your SEO but also position you as a thought leader in your industry [Includes simple Blog Creation with zero investment and direct selling through it].

## SEO & SEM for Global Visibility

- Harness the power of AI for international "keyword research" and SEO strategies.
- Get your business to the top of search results and attract more organic traffic from global markets (Includes high-level training in SEO & competitor website analysis and professional site audit).

## AI-Driven Customer Engagement

- Automate customer interactions with AI-powered chatbots and personalized email marketing.
- Deliver "tailored messaging" for different markets, ensuring relevance across cultures and regions.

## Analytics & Campaign Optimization

- Learn to use AI-driven analytics to track your performance in real-time, allowing you to adapt quickly and refine your export strategies.
- Tools and techniques to stay agile in an ever-changing global environment.

