

## 1. A FIVE-DAY BOOTCAMP ON “DIGITAL MARKETING”

The use of the internet and other media and technology to support ‘modern marketing’ has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, internet marketing, e-marketing and web marketing and these alternative terms have varied through time

IGDTUW Anveshan Foundation conducted a Five-Day Boot Camp on “Digital Marketing” for women budding entrepreneurs to enhance their knowledge and make them aware with latest trends and tricks for Digital Marketing.

Course Content designed for the Boot Camp was as below:

Day/Date	Topic
Day 1 10/02/2021	Inaugural Event
Day 1 10/02/2021 (Wednesday)	Identify your Dream Customer Find the Traffic with your Dream 100 & Competitors Make your Hook, story and Offer
Day 2 11/02/2021 (Thursday)	Build Organic Traffic Build Paid Traffic Fill Funnel with Organic Traffic Fill your Funnel with Paid Traffic
Day 3 12/02/2021 (Friday)	Instagram Traffic Secrets Facebook Traffic Secrets
Day 4 13/02/2021 (Saturday)	Google Traffic Secrets YouTube Traffic Secrets
Day 5 14/02/2021 (Sunday)	Affiliate Marketing Affiliate Marketing

