



**IGDTUW – ANVESHAN FOUNDATION**  
**IGDTUW Campus, Kashmere Gate, Delhi-110006**  
**Business Incubator Promoted by**  
**INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN**

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

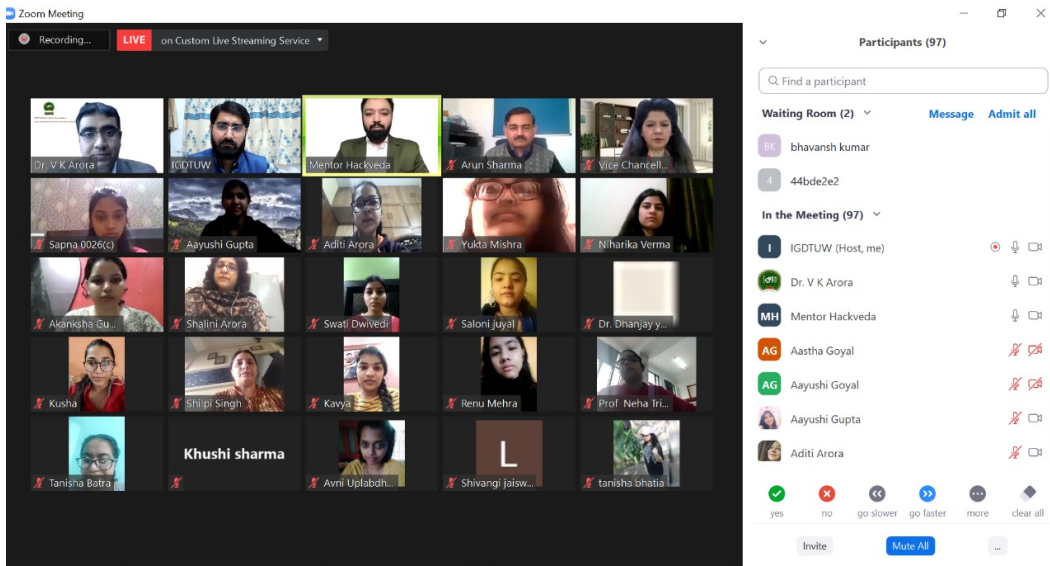
The use of the internet and other media and technology to support ‘modern marketing’ has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, internet marketing, e-marketing and web marketing and these alternative terms 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. The event was attended by more than 405 participants.

Course Content designed for the Boot Camp was as below:

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


*N. U. Anand*





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Implemented by **giz**




### A Five-Day Boot Camp On 'DIGITAL MARKETING'

In Collaboration with  
**Hackveda Limited**



Course Duration  
**10<sup>th</sup> February to 14<sup>th</sup> February 2021**  
 (Detailed Schedule will be shared with the Registered Participants)

*Dr. V. K. Arora*