



**Virtual Training Workshop on
Digital Marketing for MSMEs
Program (GMT)**

May 25 rd , 2022	
9:00-9:10a.m.	Welcoming Speech of the Director-General of ICDT Presentation of the trainer and the Program
9:10-10:40a.m.	Session I <ul style="list-style-type: none">• What is digital marketing.• Inbound marketing – what it is and why it’s so important.• Importance of content marketing.• Paid Google advertising and techniques. Questions & answers
10:40-10:50 a.m	Coffee break
10:50-11:50 a.m.	Session II <ul style="list-style-type: none">• SEO and keyword research and benefits.• Email marketing best practices.• Introduction to social media marketing.• Digital marketing reviews and response. Questions & answers
11:50 a.m. -12:00 p.m.	Closing remarks of ICDT