



Let's Make a Just World  
AN ISO 9001-2008 CERTIFIED NOT FOR PROFIT ORGANIZATION FOR THE DEVELOPMENT OF NGOS

# LEAD INDIA INSTITUTE FOR SOCIAL INNOVATIONS & SUSTAINABLE DEVELOPMENT

Educating Present, Inspiring Future, Empowering Entrepreneurship



## LEARN MORE TODAY

## CERTIFICATE IN PROFESSIONAL SOCIAL MEDIA OPTIMIZATION FOR NPO

### 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

- Introduction to Social Media Platform ( Facebook, Youtube, LinkedIn and Twitter )
- Tools and Techniques
- Advance Social Media Strategy. Execution, and ROI Measurement

- Blogging for business
- Viral Marketing
- Social networking and Facebook
- Video Marketing using Youtube

- Micro-blogging and Twitter
- Marketing and LinkedIn
- Online Reputation Management

#### PROGRAM HIGHLIGHT

- 100% online program with online examination
- Learn on the - internet / smart phone
- Flexi schedule - learn from anywhere anytime

- Video lectures and archives
- Reference book from leading global expert
- Designed and delivered by social media / marketing experts

- Interactive session with industry expert
- 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

### BENEFITS

#### STIPEND BASED STUDY

All the students will be provided a stipend up to 10,000 INR for their work during The study.



#### ASSURED PLACEMENT

All The Successful Students will be placed in highly reputed organizations or in Lead India Foundation

#### ABOUT LEAD INDIA FOUNDATION

Lead India Foundation offers industry relevant globally benchmarked 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 in collaboration with different institutes like my IELTS Doctor & Careernext ETRC Pvt. Ltd.

#### ORGANIZATIONS TO BE LINKED FOR PLACEMENT

