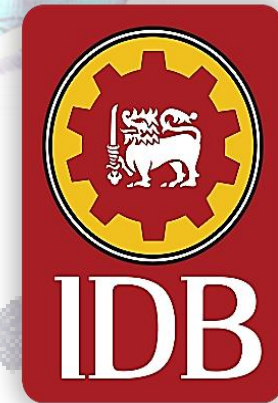


Invitation to the Universities

To attend for Digital Marketing Workshops organized
by
Industrial Development Board of Ceylon



Programs Available for the Month of January

Starting Date	End Date	Duration	Program Name	Mode of Conduct
20 th Jan 2023	21 st Jan 2023	2 Days	Facebook Marketing & Google Listing	Via Zoom
27 th Jan 2023	28 th Jan 2023	2 Days	eBay Direct Shipping & Export Procedures	Via Zoom

For each of the above programs we could allocate 25 seats each for the University students but please be kind enough to nominate the list of names with their respective contact number & email and send to info@idb.gov.lk for early preparations.



Content for **Facebook Marketing & Google Listing**

- How to create a Facebook Business Page that suits once business
- How to list a product on a Facebook business page
- Making your Facebook Business Post by your own using Online Tools, i.e. Canva
- To provide insight into various marketing campaigns using Facebook
- Understanding of Boosting Campaigns, Lead Generation Campaigns & Carousel Ads
- Understanding of Facebook Shop and Market Place
- Business placement in Google My Business Place
- Using G-Suit features for entrepreneurship development

Content for **eBay Direct shipping & export procedures**

- Creating an eBay account.
- Listing of entrepreneur's products in eBay account.
- PayPal override by Payoneer
- Linking eBay Account and Payoneer.
- Identify product types with export potential
- Identifying foreign buyers and points to be aware of
- Laws that affecting export
- Identification of documents used for export (**Export Documentation**)
- Customs Procedures for Export
- International Commercial Terms (**Inco Terms**)