2023 AOTS Online Program [ORAF01] Collaborated by Maruti Suzuki India Limited

## Introduction to Digital Marketing Thu 14 Sep. 2023 4:00-7:00PM (Japan Time)

\*Participant Limit300 ppl\*Online ToolZoom Webinar\*LanguageJapanese with English Translation\*FeeFREE<br/>Subsidized by the Japanese<br/>Government

## CONTENTS

- Features of Marketing and Digital Marketing
  Targeting the customer and customer journey for marketing design to effectively increase sales
- Site access analysis to improve Cost-Benefit Performance





Managers and engineers in marketing and sales departments of automotive industry companies and distributors in African countries\*.

\* Only ODA recipient countries

**INQUIRY TO** 

## 

*Mr. Yoshinori Kobayashi* Gakumaru-kun Co. President and Representative Director

After completing his graduate studies at Niigata University in 1998, he has worked for several large companies, ventures, and start-ups, including Dai Nippon Printing, Benesse Corporation, and Livedoor. Consistently engaged in Internet business production, he obtained "Certified Scrum Master (CSM)" in 2014, and has been a lecturer at Tokyo College of Business and Languages since 2022.







(Japan Time)



## https://www.aots.jp/en/

APPLICATION DEADLINE

8 Aug. 2023

webinar-kaikyo@aots.jp

