

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)



LECTURER

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

*Participant Limit	300 ppl
*Online Tool	Zoom Webinar
*Language	Japanese with English Translation
*Fee	FREE Subsidized by the Japanese 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



TARGET

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

* Only ODA recipient countries

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<https://survey.zohopublic.com/zs/yxRg1t>

INQUIRY TO

webinar-kaikyo@aots.jp



APPLICATION DEADLINE

28 Aug. 2023 (Japan Time)

<https://www.aots.jp/en/>

