

Online Seminar on Digital Marketing Practice: Aiming to Improve Customer Engagement



30 November 2023

4pm – 7pm (Japan Time)



Content:

Learn how to use **digital tools** to gain **customer insight** and improve **customer engagement**.

- ✓ Google search console
- ✓ You tube and othervideos
- ✓ SNS
- ✓ Chatbots
- ✓ SEO etc.



Target:

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

* Only ODA recipient countries

Lecturer:

Mr. Koji Takeuchi

Representative, SPRAM Co.,Ltd.



Mr. Takeuchi has provided management consulting services to more than 2,800 SMEs and has given more than 2,500 seminars.

In recent years, in particular, he has given many seminars on web marketing and the use of IT in management.

APPLY TO:



<https://survey.zohopublic.com/zs/67D77o>

If you have any questions, please contact the below address.

webinar-kaikyo@aots.jp

**APPLICATION
DEADLINE:**

15 Nov 2023 (Japan Time)

Collaborated by Maruti Suzuki India Limited.