

Introduction to Digital Marketing

-Sales growth by identifying customer needs-

Tue 21 February 2023

5:00-8:00PM (Japan Time)

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|--------------------|--------------|
| *Participant Limit | 150 ppl |
| *Online Tool | Zoom Webinar |
| *Language | English |
| *Fee | FREE |



LECTURE

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. He has written a book about his experience at Livedoor, "Even if the president is arrested and the company is delisted, the company will not collapse and the will will continue."

CONTENTS

- ✓ Characteristics of Marketing and Digital Marketing
- ✓ Features individualized approach necessary towards target customers to effectively increase sales
- ✓ Site access analysis for understanding needs and marketing techniques based on data
- ✓ Latest digital marketing case studies in Japan

TARGET

Business owners and executives in developing countries, mid- to senior-level managers, persons in charge of marketing-related tasks, or persons interested in digital marketing.

HOW to apply



webinar-kaikyo@aots.jp

APPLICATION DEADLINE

12 Feb 2023 (Japan Time)

INQUIRY

Overseas Cooperation Group



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