



DIGITAL ENTREPRENEURSHIP IN FOOD & BEVERAGE

5 DAYS TRAINING!

Digital Entrepreneurship is surely a good alternative to generate income. The race to digitally transform the food and beverage industry is an increasingly palpable fact in national and international markets. There is no doubt that the development of any company, in the middle of the fourth industrial revolution (Industry 4.0), requires a process of digital transformation. A change that, in the case of companies belonging to the food and beverage sector, has meant a clear before and after in the understanding of the different phases involved in the production, sale and distribution processes.



OBJECTIVE


- To help the entrepreneur for business startup (SSM) in F&B.
- Guide participants on how to market their business online.
- Participants also will have overview of marketing fundamentals, as well as how marketing is conducted using Social media, Email and Online content.

COURSE CONTENT

- An overview of digital remastering strategy in F&B.
- Digital marketing fundamentals in F&B.
- Design tools and techniques.
- Social media platforms.
- Optimize with google tools.
- Marketing on Facebook.
- Mobile marketing.
- Brand marketing for business.
- Introduction to video content making.

GET IN TOUCH

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