

PROGRAM CONCEPT AND OBJECTIVES:

Social Media has become an integral part of the marketing landscape for insurers. It offers an effective platform to engage with audiences, build brand awareness and drive customer acquisition. Social Media marks the beginning of a new era in marketing and communication process.

College of Insurance aims to conduct a one day training program with an aim to provide insurance professionals with the knowledge and understanding of the tools and techniques needed to navigate the dynamic landscape of Social Media Marketing. The program is designed to provide participants with actionable insights to enhance their efficiency in social media marketing.

COI has created '**Virtual Training (CVT) Rooms**' to conduct training program in a cost-effective manner for participants to equip themselves academically at their respective locations.

KEY TAKEAWAYS FROM THE PROGRAM:

This program is designed to help the participants:

- Learn the basics of Social Media Marketing and Mass Media Marketing
- Appreciate the tools employed in Social Media Management
- Recognize the importance of Social Media Tools and their optimization
- Appreciate the issues and challenges while marketing on the Social Media Platforms
- Understand Compliance and Risk Management related considerations in Social Media Marketing

PROGRAM DURATION: 1 day (CVT)

PROGRAM DATE: 29 September 2025

PROGRAM TIME(IST):

10.30 AM to 01.30 PM - 3 Hrs.

PROGRAM COORDINATOR:

Dr Ramesh Kumar Satuluri, Faculty

(Email: ramesh@iii.org.in, Contact No: 022-69654263)

PARTICIPANT PROFILE:

Practitioners in insurance companies and broking, social media managers and co-ordinators, legal and compliance professionals, as well as executives interested in enhancing their knowledge of social media marketing.

PROGRAM FEES: ₹ 1770/- (₹ 1500/- plus 18% GST)

CERTIFICATE OF PARTICIPATION: Online Certificate in PDF format will be issued to all the participants.

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