

ISP MARKETING KIT

A GUIDE TO ENHANCE YOUR
PERSUASION AND MARKETING SKILLS

ABOUT INTERNSHALA TRAININGS

Internshala Trainings is a platform aiming to create a world full of opportunities for every student. We aim to provide a very structured and practice oriented learning. This convenient, affordable and expert curated platform makes every student ready for bright opportunities out there.

ABOUT ISP MARKETING KIT

This kit will help you increase your marketing and persuasion skills and help you unlock all the targets. This kit contains several techniques and tools which will help you to convince your friends and perform better in the trainings contest.

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LET'S GET STARTED

Before you spread the word about Internshala Trainings, you must be clear about the platform and its services.

- Internshala trainings is a platform for anyone who wants to learn a skill from scratch and wants to attain expertise in it.
- All the trainings provided on the platform are specially designed and crafted by a team of subject matter experts.
- Our platform makes a student ready for cooperative roles in a particular field and prepares them to crack interviews.

YOUR RESPONSIBILITIES

- Promote and spread the word about Internshala Trainings.
- Understand the skills your friends want to learn and provide them your referral discount.
- Take part in all the contests and forward the message on all the social media platforms.
- Help your friends resolve queries related to our platform and help them have a better learning experience.

HOW IMPORTANT YOUR ROLE IS?

- You would introduce your friends to a holistic approach to digital learning and help them build a career they are passionate about.
- You will help them get ready for job interviews .
- Impact the people who are finding ways to start and discover new career paths.
- Overall, you would hugely impact the students learning journey and help them learn from the best

WHY INTERNSHALA TRAININGS?

- Certificate of Training
- Industry level projects
- Placement assistance - To build your career
- Video tutorials - Learn anytime, anywhere
- Assignments & project for hands-on practice
- Doubt clearing through Q&A forum
- Beginner friendly - No prior knowledge required

“Never underestimate the influence you have on others”

METHODS TO PERFORM WELL IN THE CONTEST

Below mentioned are some methods which will help you convince your friends while you can earn huge rewards

Through WhatsApp

- Share the link in all your colleges Whatsapp groups as well as send a direct message to all your friends
- Ask your friends from other colleges to share in their college groups as well as this will increase your reach
- Reach out to different CR (class representatives) and request them to share your link in their class WhatsApp groups as well.
- Ensure that each of these messages reaches at least 500+ students i.e. 10-15 Whatsapp groups + direct messages.

Through Social media:

- Share the message regarding the offer on your all social media accounts which are Instagram, Facebook, LinkedIn, Snapchat and Twitter.

Make stories:

- Put a story on Instagram, Whatsapp, Facebook, and Snapchat stories. (As stories are valid for 24 hours only, repost the same story after it gets expired). Tag us in your instagram stories - @internshalastudentpartner_isp

Calling activity:

- Call your 15-20 friends and help them to learn a new skill through Internshala Trainings. After the call, share your link with them.

Get creative:

- You may make videos, act, draw to create awareness that students must learn a new skill and they can do so by using Internshala Trainings. You may post these videos on Youtube as well as all your social media accounts.

Other ways:

- Quora, Pinterest, Tumblr can also be used to share this message online. Also, as now text messages are free you may also send a text message to all your contacts.

MARKETING TOOLS

As now you are a part of Internshala, we are giving you an access to training overview videos of each training. Use these to help your friends learn about their training mentor and content in brief.

Programming with Python	View training overview
Web Development	View training overview
Android App Development	View training overview
Ethical Hacking	View training overview
Programming with C and C++	View training overview
Core Java	View training overview
Angular	View training overview
R Programming	View training overview
Cloud Computing with AWS	View training overview
Digital Marketing	View training overview
Financial Modeling and Valuation	View training overview
Advanced Excel	View training overview
Business Communication Skills	View training overview

How to start up	View training overview
AutoCAD	View training overview
SOLIDWORKS	View training overview
STAAD Pro	View training overview
Internet of Things	View training overview
Machine Learning	View training overview
Data Science	View training overview
French	View training overview
Graphic Design	View training overview
UI/UX Design	View training overview
Creative Writing	View training overview
Photography	View training overview
Guitar	View training overview
Beginner's Trading Certification	View training overview

WHAT ARE MARKETING TOOLS?

- These marketing tools will help you understand the platform better and help you market the trainings your friends are interested in
- It will give your friends a brief idea about the training
- These videos also gives an insight of the content, syllabus and your mentor for a particular training
- Using these tools, it would be easier for you to convince your friends and know about their interests

HOW TO SHARE THE MARKETING TOOLS?

Step 1: Open any training overview video

Step 2: Select 'Share' option from more options (right corner) and copy the link of the video

Step 3: Share the link with your friends interested in that particular training and also share your referral link

Step 4: Ask your friend to sign-up for

TOP TRENDING USER QUERIES

Q. Where will the training be held?

A. The training is completely online. You don't need to visit any place to attend the training. It can be done from the comfort of your home.

Q. When can I start my training?

A. While enrolling for the training, you can choose a batch start date as per your choice. We have batches starting today and every 15 days there onward.

Q. How will my doubts get cleared during the trainings?

A. For doubt clearing, you can post your queries on the forum and get answers within 24 hours

Q. How will the training be conducted?

A. The training programs consist of pre-recorded video tutorials, text tutorials, quizzes, assignments, module tests, and projects. Each training consists of modules which further consist of topics. Each topic comprises videos, code exercises (where applicable), and short quizzes.

- As you complete all the topics in a module, you will be doing a small assignment and taking a module test before proceeding to the next module.
- After completing all the modules, you will be taking a final test consisting of questions from all the modules.

Q. How much time do I need to spend every day during the training ?

A. Although there is no such restriction and the training is self-paced, we suggest you spend about an hour per day in order to complete the training on time.

Q. Do I need to follow any schedule?

A. No. You can log in anytime and study anytime during the training.

Q. How will my doubts/queries be solved during the training ?

A. There are two channels through which you can reach out to your instructor -

- Live Chat - The live chat will be available at a fixed time every day from Monday to Friday. You can directly ask queries here.
- Forum - In case you missed the live chat, you can post your query in the Forum Query Box provided in each topic of the training. Your instructor will reach out to you within 24 hours through email.

Q. Is there any eligibility criteria for the training?

A. No there is no eligibility criteria to enroll for the training. Anybody can enroll.

Q. I have more questions about Internshala training - what can I do?

A. For any queries on Internshala Trainings, please drop an email at trainings@internshala.com