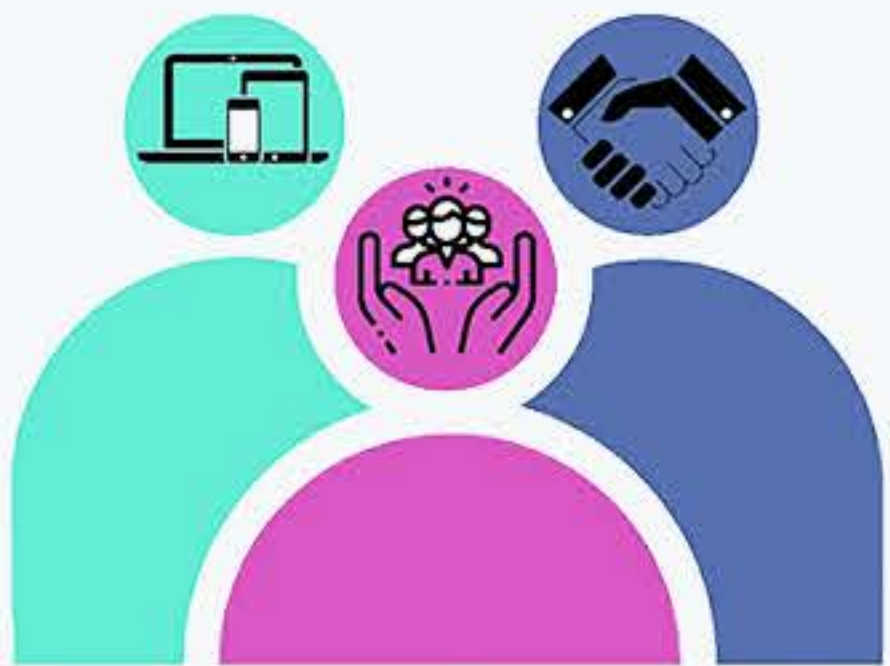


S.E.NEET



Social Entrepreneurship to battle Youth Social Exclusion

LTTA 4: Digital marketing and
Social media in business
development



Co-funded by the
Erasmus+ Programme
of the European Union

Newsletter #4

Venue:

Gheorghe Baritiu n6.16, Arad, Romania

Host organization:

CJRAE Arad

Participants: 3 youths plus 1 teacher from each partner country. In total 15 youths from 5 countries and 5 teachers.



“ Our Goal ”

This activity aimed to introduce youths to the principles of digital and social media marketing as crucial tools for ensuring the success of a business enterprise. Youths were introduced to Digital Marketing and the potential it presents in the contemporary marketplace. Moreover, youths improved their capacity to use the internet and social media to promote their enterprises and/or themselves online. In addition, teachers (youth workers) attended the same course in order to deliver the same training to youth groups created in each member nation and to help trainees better comprehend the course content.



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Participants gained a good understanding of the opportunities that digital marketing provides to reach a larger audience and communicate the positive impact of their social businesses and are now able to promote their social businesses and themselves using the digital tools of the internet.



The partnership



Cda College

www.cdacollege.com



Kvk

www.kvk.lt



CJRAE Arad

www.cjrae-arad.ro



E-school Educational Group

www.erasmusplus.edu.gr



Business Incubator Gotse Delchev

www.bi-gd.org



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