



REPORT

Digital Marketing 101 Workshop

Activity Name: Digital Marketing 101 Workshop

Speaker: Mr. Sai Sharan

Date: 22nd November 2021; 2:00 PM to 4:0 PM

No.of Participants Registered: 56

Mode of activity: Online

Duration: 120 Minutes

Poster of the event :





DETAILS OF THE EVENT :

The webinar was organized by BMSCE IIC in collaboration with CIIE BMSCE. The speaker of the session was Mr. Sai Sharan who is an alumnus of BMSCE and is currently working as the Growth Marketing Manager at Go Student. He has previously worked in companies like Toastmasters International, Unacademy, and FrontRow.

OBJECTIVE: The session aimed to give an overview of Digital Marketing. Digital marketing is the component of marketing that uses the internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

OVERVIEW: The sessions started by the speaker telling what digital marketing is and why one needs this. The topic was very well explained by using real-life examples and scenarios. Digital marketing has been used as an approach for earning an alternative and proper source of income. For this digital platforms are been used such as search engines like Google, social media sites like Facebook, LinkedIn, and some of the freelancing websites such as Fiverr. As it was about marketing, aspects like expense and audience were looked into. As marketing is most effective through social media, the pros and cons of the same were discussed. The students and speaker had interactions regarding various topics in digital marketing. The money involved in marketing was highlighted. Types of ads and how they work on social media and platforms were explained thoroughly. There are also different types of courses that are available for learning digital marketing and using those marketing skills on our social media platforms and websites for earning money. Digital marketing has allowed businesses to start allocating their marketing resources to the right set of people through the right channels.

CONCLUSION: The event concluded with the speaker showing how an advertisement can be created on Facebook for marketing purposes. There was a Q



and A session where the students cleared their doubts. The event was a successful one where the participants learned a lot about marketing in general and Digital marketing and advertising in detail.

OUTCOME AND BENEFITS: Outcome of this webinar has made us realise that Digital marketing has allowed us to remove all sorts of geographical barriers. This has led to an increase in global audience reach. The speaker also told us about the Digital marketing universe that involves social media marketing, search engine optimisation, doing marketing research and analysis and paid marketing. We also got to know about the ways celebrities and influencers use the digital marketing for their business and content promotion on their social media and websites.

SNAPSHOTS:



Digital Marketing 101 Workshop x Activity - Digital Marketing 101 x Ads Manager - Manage ads - x Post Attendee - Zoom

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The Digital Marketing Universe

SOCIAL MEDIA MARKETING
Bring organic visibility to your brand on Social Media platforms

PAID MEDIA MARKETING
Running ads on FB, Google, Affiliates and other channels with a certain objective



Search Engine Optimisation (SEO)
Organically list your page on Google Search

MARKETING ANALYTICS
Understanding the data behind your marketing campaign, website etc

Digital Marketing 101 Workshop x Activity - Digital Marketing 101 x Ads Manager - Manage ads - x Post Attendee - Zoom x red shoes - Google Search

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DECODING THE CONTENT STRATEGY - TINDER HUB CONTENT

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Every time I meet a new guy my friends say "Jju ko dinner pe nahin bulaooge!"

It takes just ONE date for the jju to become a jerk.

It's the JJJ - the journey from jju to jerk. It takes one wrong move.