

REPORT ON DIGITAL MARKETING WORKSHOP

Going with the current trend of a paradigm shift from the traditional marketing to the digital marketing, D. Y. Patil Institute of Management, Ambi organized a one day workshop for the MBA and MCA students on digital marketing. With more than 1 billion users, Digital media is creating a significant effect on the day to day lives and as the technology is revolving on each day, organizations are waking up with the new opportunities right from the sales to research. Keeping this in mind, an effective one day session was being introduced for the students to acknowledge them about the current industrial trends sharing them the careers and scopes related to the digital media.

Workshop Agenda

1. Lecture- All about digital marketing
2. Activity- Build a Digital Marketing Strategy
3. Activity - Conceptualize & Run an Ad Campaign
4. Activity - Analyze and Report Results



Event details

1. Date- 27th September 2018
2. Venue- MBA- MCA Computer Lab
3. Guest of the day-
4. Sessions
 - Morning session
 - Evening Session



LEARNINGS FROM THE WORKSHOP

- Increasing digital marketing activities.
- Investing in well-designed user journeys that facilitate clear communication
- Valuing creativity and designing
- Combining digital skills with technology to improve experience

MORNING SESSION

The workshop started with the importance of digital marketing in the current industry. At first, participants were asked to use Google classroom software and to share the links using the software. In this session, they were mainly focusing on website development and how to create their own websites. Then all of them were indulged into making the presentation on digital marketing strategies using different modes and mediums.



EVENING SESSION

The session continued after the lunch wherein participants were taught to write blogs on different websites and share it with the mass. They were allowed to choose any topic of their own choice to write the blogs making it a first story they are going to share with the people on different media. They were also taught about mass mailing where they can send bulk mail to majority of the candidates at once.

The workshop proved to be very beneficial to all the participants in terms of learning and gaining a new experience of the digital world. After attending the workshop, the students were well equipped with the knowledge of writing

effective and engaging content to persuade their audience. They also understood the uniqueness of different social media platforms and their uniqueness. The participants were also confident about content marketing and digital marketing.

The attendees provided very positive feedback on the workshop conducted and also asked to conduct many more such workshops for their knowledge up gradation and skill enhancement.

