

Digital Marketing Workshop (In association with Make Intern)

A two days workshop on (27th & 28th August, 2018) was conducted at CBSA for MBA students in association with Make Intern New Delhi.

On the first day of workshop speakers were welcomed by Director-Principal sir Dr. Vishal B. Soni. Two trainers Mr. Utkarsh Chugh and Mr. Pankit Gupta represented the company. They visited the campus for training students on Digital Marketing. During the two day workshop trainers gave the best to the students on both theoretical and practical aspects digital marketing.



With the change and evolution of modern technologies, small and medium businesses are trying all the possibilities they can to keep up with the current pace. Brick-and-mortar businesses are either changing their business models to an online one, or beefing up existing marketing efforts with digital marketing strategies – in an attempt to keep up with the present market demands and address the needs of the market in the online domain.

Online also can be effective only if run in a professional manner understanding the consumer behavior and trends. As the sole purpose is not to only attract the traffic on the digital platform but rather make sure it gets converted into sales effectively else the

essence of it is lost. In the growing digital era business and commerce are heading to, Digital Marketing tools and techniques to provide business owners the best chances for competition, survival and even business growth.



First day of workshop included basic information on what digital marketing is; importance of digital marketing, why digital marketing has become need of the hour in present era? Discussion on Ad words; marketing strategy; e mail marketing; Face book marketing; How digital marketing is more cost effective than traditional marketing? Discussions were held on how digital marketing resulted into more revenue generation, building brand reputation through digital marketing. Practical session was also conducted by forming different teams.

On second day of workshop pending concepts of digital marketing were discussed both theory and practical. After that 8 teams were formed to develop business ideas and give presentations of same. Company is yet to send names of 8 winners who would be sent to IIM Indore for final competition. At last valedictory ceremony ended with vote of thanks by HOD MBA Dr. Sunayna Khurana.