

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Guest Lecture

On

“Digital Marketing”

On

August 17, 2017



S. No.	Particulars	Pg. No.
1.	Form- A : Proposal to organize an event	3
2.	Form- B:	
	Part I - Aim of the event	4
	Part II – Abstract	4-6
	Part III - Conclusion	6

Ms. Vibha Masiwal

Student, MCA V (I Shift)

Ms. Swati Oberoi

Editor, Literary Club

Dr. Irameet Kaur

Chairperson, Literary Club

Prof. (Dr.) Raman Garg

Director, RDIAS

FORM A

Proposal:

- **Name of the event to be organized:** Guest Lecture on “Digital Marketing”
- **Date:** August 17, 2017
- **Time:** 03.00 pm – 04:00 pm
- **Venue:** Room B-205, RDIAS
- **Motivation for the activity:** The motive behind organizing this session was to acquaint the students with the use of digital marketing for promoting and branding. Digital media is an ever-growing source of entertainment, news, shopping and social interaction
- **Resource Person:** Ms. Mridul Anand , TL – Marketing, Fortis Escorts.
- **Organized by:** Department of MCA, RDIAS

FORM B

Part 1

Aim of the event:

In entire globe, there is quantum jump in the process and use of digitization. Keeping the same in mindset, the lecture was organized to acquaint the students of MCA with the digital world and giving them an overview of how digital world help in marketing and branding. The basic purpose of this lecture was to discuss and make students understand the importance, emerging challenges and techniques of Digital Marketing for existing Industry.

Part 2

Abstract:

Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well.

Ms. Mridul Anand, the guest speaker, elucidated about the basic concept of Digital Marketing and common terminologies associated with it. She narrated how the traditional trend of marketing and branding is getting changed with the evolution of technology. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses utilize technology for marketing. It is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

She enlightened the audience encompassing the different aspect of Digital Marketing. Digital marketing techniques such as Search Engine Optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS).

The speaker mentioned the various categories of Digital Marketing in following way:

- Online Advertizing.
- Email Marketing.
- Internet Branding.
- Search Engine Optimization.

Madam told how Google provides various tools for Digital Marketing. Some of them are:

- Developer Google.
- Google API.
- Google Analytics
- Google Adwords.

Benefit of digital marketing is that it helps combining captured online behavioral data with enterprise customer data, and thus, provides the marketer with unique opportunities for message targeting and segmentation that are not available with traditional marketing. Moreover one can get in touch with many customers via email, and will be able to increase customer interest and interest in the product, which can often help businesses increase sales. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

The session ended with the question and answer round which was interactive and informative. She narrated that the organizations are operating in the wider interests of society; we believe that transparency and accountability are critical for social enterprises. She also told students about various online platforms through which they can do a certified course in Digital Marketing. She also explained how digital Marketing can become a good career option for IT students.

Part 3

Conclusion

The lecture was very informative and knowledgeable where students asked questions and got their doubts cleared on various issues like importance of Digital marketing, challenges and issues of digitization, role of social customer and social enterprise. It was indeed an electrifying and fascinating lecture. The guest speaker imparted best educational light and enlightened the students with her ideas and experiences. Students found the lecture to be really prolific and a magnificent learning experience.

Snapshots of the Lecture



Ms. Mridul Anand, Guest Speaker, addressing the audience....!!!



Ms. Mridul Anand, Guest Speaker, interacting with the audience!!!!



Keen to learn audience...!!!