



**Web Report of Session on “Social Media and Digital Marketing’ in  
collaboration with TiE**

<b>Title</b>	Session on “Social Media and Digital Marketing’ in collaboration with TiE
<b>Date</b>	March 24, 2015
<b>Resource Person</b>	Mr. Saurabh Singh, Founder of Saurabh Singh Communications
<b>Summary</b>	<p>The aim of the event was to encourage creating content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user, it presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than media.</p> <p>The students of MBA, MCA and BBA attended the session. The speaker explained that in order to integrate Social Networks within their marketing strategies, companies have to develop a marketing model. In a marketing model (SNeM2S) based on Social Networks is provided. The model includes the following steps, Selection of potential Social Networks to use; Definition of a financial plan; Definition of organizational structures to manage the Social Network in the market; Selection of target; Promotion of products and services; and Performance measures. Social Networking is used by 76% of businesses today. Business retailers have seen 133% increases in their revenues from social media marketing.</p> <p>This was a beautiful platform for the students to learn the importance and application of Digital Marketing and its interdependence with Social Media and they were also able to clear much of their doubts by asking queries from the speaker. It was a fulfilled session, students gained lot of knowledge through this session.</p>

