



WEBSITE REPORT

“Alumni classroom connect on Potential career in Digital Marketing”

Title	Alumni classroom connect on Potential career in Digital Marketing @ RDIAS.
Date	August 27, 2018
Resource Person/Facilitator	Ms. Priyanshi Sharma Founder /Head of Growth at Decicorn (A 360' Digital Marketing Agency)
Summary	<p>“The Internet has been the most fundamental change during my lifetime and for hundreds of years.”</p> <p>Rupert Murdoch</p> <p>Digital Marketing is essentially improving interaction of businesses with customers online. Digital Marketing as we call it, has two aspects to it:</p> <ol style="list-style-type: none"> 1. Digital –To be done in digital/electronic medium 2. Marketing – Crux is marketing <p>There’s no getting around the fact that almost all businesses, sooner or later, must include digital in their marketing activities. And with the demand for digital marketers outweighing the supply, there are plenty of opportunities out there for those looking to get into the field. With this aim RDIAS made a humble attempt to make the students of BBA aware of this. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.</p> <p>Ms. Priyanshi Sharma made students aware about how internet is becoming mainstream due to increase in accessibility of the internet and the number of people who go online increasing .She also talked about the attributes of the next billion users and how their needs can be catered. Later she explained two main groups of digital marketing i.e. online and offline. While offline marketing involves things like radio, television and phone advertising, online marketing has 7 major categories: Search engine optimization (SEO),Search engine marketing (SEM),Pay-per-click advertising (PPC),Content marketing ,Social Media Marketing (SMM),Affiliate marketing and Email marketing and explained the key metric pillars to each one of them in detail. In the end she advised students to do what they love as the famous saying:</p> <p>“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle.” —Steve Jobs</p>