



SRI GURU NANAK DEV KHALSA COLLEGE

Dev Nagar, Delhi - 110085

Post-Event Report

| | |
|------------------------------------|---|
| Event | Workshop |
| Topic | Digital Marketing: Marketing For The Digital Age |
| Organizer | IIC- The Industry Institute Interaction Cell |
| Date | 15 April, 2022 |
| Time | 11:30 am |
| Duration | 2 hours |
| Place/Platform | Google Meet |
| Number of Participants | 34 |
| Guest Speaker/Trainer | Dr. Shikha Sharma |
| Welcome Speech | Manleen Kaur, BBE, 2 nd Year Jaskirat Singh, BBE, 1 st Year |
| Introduction to the Speaker | |
| Activities | <p>1) Dr. Shikha Sharma was invited to be the keynote speaker for the event introducing students to behind the scenes of the content we constantly consume through our social media apps. A glimpse of how people make the content go “Viral” through various tools like clickbait, SEO, analytics, etc.</p> <p>2) The session enabled us with the information regarding various jobs available, skill sets required, and the path to become a digital marketer.</p> <p>3) She talked about various types of marketing – Search Engine Optimising, Collaborations, Referral, Guerrilla, Affiliate, etc.</p> <p>4) Beyond the details, she helped us understand the future of digital marketing as a space and its effect on our day to day lives and the way we perceive products and services.</p> |
| Main Ideas | <ol style="list-style-type: none">1) Gain an understanding of the motivations behind data collection and analysis methods used by marketing professionals.2) Understand frameworks and approaches to measuring consumers’ digital actions3) Learn to evaluate and choose appropriate web analytics tools and techniques. |



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Vote of thanks

Feedback (Share the link of the Google Form & attach the Excel File generated therein)

[FEEDBACK FORM \(Responses\)](#)

- Link - <https://docs.google.com/forms/d/e/1FAIpQLSeNvLqDyeUisaWqRdwY8Y7n1uFhGI3DfmCuFJzWeUknZC8Eog/viewform>

Attendance Sheet (Attach Photocopy)

https://docs.google.com/spreadsheets/d/1bCoX3GjticZkP_GtQMfj14ycmauMc7u1fm4GvPPLInY/edit#gid=1773254160

Poster (Attach below)

SRI GURU NANAK DEV KHALSA COLLEGE
(UNIVERSITY OF DELHI)

I I I C
(INDUSTRY INSTITUTE INTERACTION CELL)
under the aegis of
INTERNAL QUALITY ASSURANCE CELL

Presents its First Workshop on

**DIGITAL MARKETING :
MARKETING FOR THE DIGITAL AGE**

SPEAKER :

DR SHIKHA SHARMA
Assistant Professor, Amity
University, Gurugram

15 APRIL, 2022
11:30 A.M
GOOGLE MEET

LIMITED SEATS !

DR VINAYNEET KAUR, CONVENER, IQAC | MS GARIMA MALHOTRA, CONVENER, IIC | DR MAMTA ANJUA, MEMBER, IIC | MS SADMYA CHATURVEDI, MEMBER, IIC | JASKIRAT SINGH BANGA, STUDENT COORDINATOR

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Pictures

Social media marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

Main uses of social media for businesses

Increase your market reach, including international markets.

Where to leverage marketing

Facebook, Instagram, Twitter, LinkedIn and YouTube

Special Considerations

Word of mouth - increases the message's reach for networks and users that a social media manager may not have been able to access, otherwise

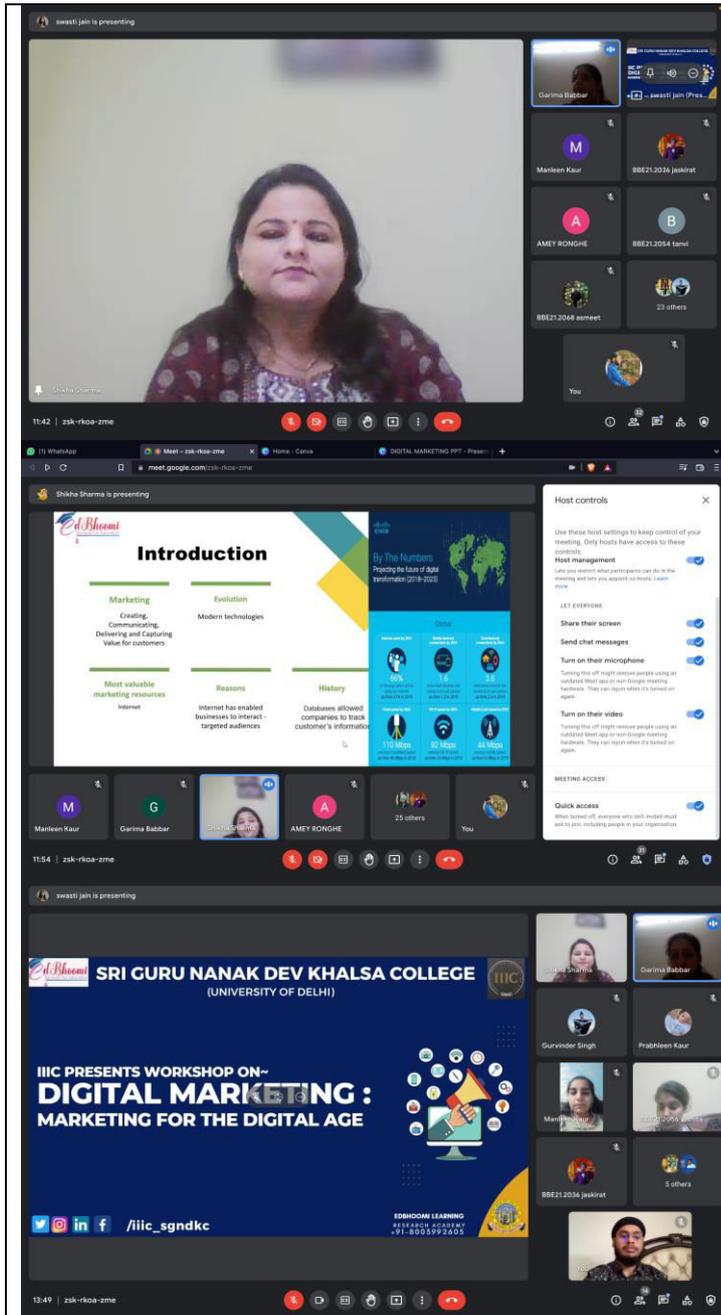
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Participants: Prabhleen Kaur, Gurvinder Singh, Manleen Kaur, masati jain, Garima Babbar, BBE212056 (shikha), 7 others



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Attach Photocopy of Certificates



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Signature:

Name: Ms Garima Malhotra

(Convenor)