

Digital Marketing Workshop

Objective:

The aim of this workshop was to prepare students of LJIMBA for flourishing digital marketing arena. To make them understand the importance of digital marketing for the success of any business.

Date: 14, 15 and 16th March

Time: 3 days

Venue: LJIMC Computer Lab

Resource person : Jaydip Parikh

Profile : Digital Marketing

Number of students participated- 60

Topics covered- Digital Marketing, Social Media Marketing and Off-page SEO

Digital marketing play crucial role in publicizing the business among large population and on the other hand it provides immerse opportunities for online business and communication. This workshop spread deep rooted intelligence of using digital marketing for business promotion. Students were trained in different platform of social media, how it works and what are the benefits of it.

Learning-

- This workshop amplified students' skills of using intact digital platforms like Facebook, Twitter and LinkedIn for marketing of the business.
- Jaydip Parikh acumen students with the importance of off-page and on-page SEO activities for appropriate digital marketing of the business.