

MAEER's

MIT | Arts, Commerce
& Science College

Alandi (D), Pune - 412105

REPORT ON

Two days District Level Workshop on Digital Marketing 2023



MAEER'S
MIT | Arts, Commerce
& Science College
Affiliated to Savitribai Phule Pune University
Accredited by NAAC with "A" Grade



Department of Computer Application & Student Development Cell

organizing Two Days District level Workshop

on

"DIGITAL MARKETING"

Sponsored by Student Development Board, Savitribai Phule Pune University.

3rd March, 2023

4th March, 2023

Day - 1st Speaker

Sushank Dahiwadkar

Day - 2nd Speaker

Rupali Memane



TWO DAYS DISTRICT LEVEL WORKSHOP ON DIGITAL MARKETING 2023



OBJECTIVE OF THE EVENT

Digital marketing is an exciting area of marketing practice. The workshop will focus on emerging digital technologies relevant to startup business and entrepreneurial ventures. Hands-on experience with efficient and frugal strategies for customer engagement and market development is among the core deliverables of the workshop.

DESCRIPTION OF THE EVENT



Department of Computer Application of MIT ACSC, Alandi had organized “**Two Days District Level Workshop on Digital Marketing**” on 03rd and 4th March, 2023 in association with Board of Student’s Development, SPPU. Total **80 students** were benefitted from the Workshop.

The first day Mr. Sushank Dahiwadkar was given the introduction of Digital Marketing domain and the necessity of digital marketing in current competitive world. The students experienced the practical usage of various Digital marketing tools. Two speakers were shared their knowledge

a continuation of the first day practical exposure, second day also Mrs. Rupali Nemane practically explained how to optimize website’s pages to achieve the best position possible on search engine result pages (SERPs) and how to design a Facebook Marketing Campaign to increase website traffic, engagement, brand awareness etc.

Total 80 students from BCA(Sci), BBA, BBA-IB, MSc(CA) First and Second year attended the workshop and gained practical knowledge about Digital Marketing concepts. Participants received their certificates and The workshop ended successfully with a vote of thanks by Ms.Dipali Tawar .

COMING OF THE EVENT

The outcome of this workshop has made us realize that Digital marketing has allowed us to remove all sorts of geographical barriers. This has led to an increase in global audience reach. The speaker also told us about the Digital marketing universe that involves social media marketing, search engine optimization, doing marketing research and analysis and paid marketing. We also got to know about the ways celebrities and influencers use the digital marketing for their business and content promotion on their social media and websites.



Kanchan

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