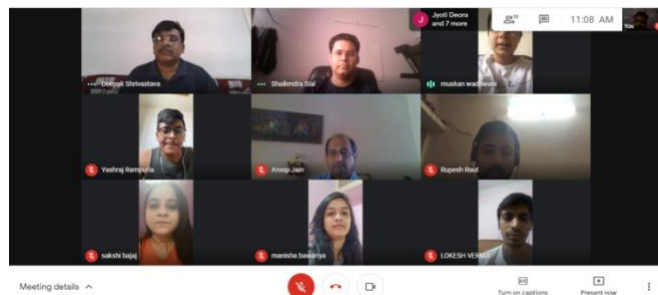
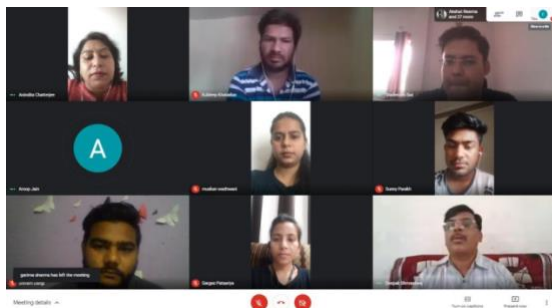


**INSTITUTE OF MANAGEMENT STUDIES
DEVI AHILYA VISHWA VIDYALAYA, INDORE**



The Marketing Club of IMS, DAVV in association with Model Career Centre
presents Digital Marketing Workshop by DR. SHAILENDRA SIAL

Date	Time	Topic	Spokesperson
17/04 /2021	11:00am to 12:00noon	Basics to Digital Marketing	Dr. Shailendra Sial
24/ 04/2021	11:00am to 12:00noon	Introduction to Google Analytics	Dr. Shailendra Sial



It was an enlightening experience for all the MBA enthusiasts for sharing a word and best of his experience and knowledge with us, preparing us best for the new virtual reality. Dr. Shailendra Sial is an excellent marketing pioneer and has crowned himself with 10 years of experience in all nooks and corners of marketing which was clearly seen during the entire sessions. His charismatic confidence highlighted his knowledge about digital marketing with great examples and easy understanding. We are extremely grateful to Dr. Anindita Chatterjee and Dr. Deepak Shrivastava for providing us with this golden opportunity and making learning an enriching experience.

The **first session** was conducted on **17th April' 2021** on **Basics of Digital Marketing**, starting with a brief introduction and gradually progressed to SEO and how search engine works, SERP features, classification of digital marketing, and KPIs to measure. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet but also including mobile phones, display advertising and any other digital medium. We learnt various tips and tricks about digital marketing which will be a promising help in future. Marketers determined that ppc campaigns were an easy yet expensive approach to gaining top search rankings; to elevate sites in the search engine rankings web sites started adding useful and relevant content while optimizing their web pages for each specific search engine.

TIP 1: use site command to check if the site is indexed

TIP 2: understanding keywords and intent

The **second session** was conducted on **24th April' 2021** on Introduction to **Google Analytics** which started with drawbacks of traditional marketing, heading towards what is Web Analytics, why digital analytics and how Google analytics work? Not only theoretical knowledge was given in the session but each and every topic was being explained by live examples which made the session engrossing for each one of us. We could see how each and every click done by us has an entirely different effect on the other end. The session also covered few tools and techniques which we could use and see how it actually works and what results do we get. Google Analytics offers an easy and FREE way to track and analyze visitors on our website. One of

the best things about Google Analytics' features can be accessed and configured from the left side bar. In offline world it is hard to measure customer's behavior but in online world, different aspects of the funnel can be measured using digital analytics.

TIP 1: track online behavior

TIP 2: keep a tracking record

TIP 3: whether the traffic is internal or external.

IMS family is looking forward to attend these kinds of knowledgeable sessions.

THANK YOU