

Student Startup & Innovation Policy (SSIP) Cell



Seminar on “Digital Marketing”

Date: 27th June, 2018

Venue: Shanti Classroom, 2nd Floor, KCG.

Time: 6:00 p.m. to 8:30 p.m.

About the Event:

The session on “Digital Marketing” was organised by GTU Innovation Council in collaboration with Student Startup & Innovation Policy (SSIP) Cell, Ministry of Education, Government of Gujarat at Knowledge Consortium of Gujarat (KCG) on 27th of June, 2018. Around 25 delegates from different institutes participated enthusiastically in the seminar. The objective of the seminar is to create awareness about digital marketing and role of the same in entrepreneur activities and startups. An expert, Mr. Amit Panchal, Consultant, was invited to deliver expert talk for the same.

About the Speaker:

Mr. Amit Panchal is a digital marketing consultant and influencer on social networking platforms like Facebook, Twitter, and Instagram. He is known for creating branding and marketing strategy execution for various fields. He is also a Mentor at GUSEC (Gujarat University Startup & Entrepreneurship Council) & Ignite Incubator at Silveroak College. He is invited faculty at EDI, Gandhinagar. He was a part of Social Media Week events in India for Mumbai & Bangalore as a Social Media Strategist.

Apart from social contribution, he also spares his quality time for Royal Enfield Motorcycles rides, restaurants & other social activities. He’s an amicable person and ready to support and help the needy. He is also a co-founder of Blood Monk, a social initiative for donating and getting blood. He has been appreciated by wide range of media for this noble cause.

Esteemed Speaker for Session:



Highlights from the Session:

The session was started with discussion on what do we mean by digital marketing and what is need of digital marketing in today's era of business. Mr Panchal explained that digital marketing refers to marketing methods that allow organizations to see how the business activities are performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions. Digital marketing is the promotion of business, organisation or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other such methods to communicate a specific message.

The session moved forward with emphasise on tools and ways to leverage digital marketing on various platform. He discussed at starch about Google Analytics and its features which are playing useful role in analysing the data critically for digital marketing. He also discussed about Search Engine Optimization and importance of the same. Moving forward he threw light on aspects of content writing as a tool of Social Media Marketing on different social media platform and impact of the same. He also explained that content writing on different social media with large number of followers is providing new opportunity of revenue generation for youngsters. He also explained best practices to be followed, Do's and Don'ts for the same in detail. To get good rewards he suggested to increase the engagement and involvement with users/followers of different social media platforms in one or the other way. This further results into more influence socially that attracts digital marketing and advertising agencies.

URL Tracking, Event Tracking and Goal Conversions are three tools suggested to measure digital marketing campaign. Further Mr. Panchal also explained about other options such as Facebook Insights, Twitter Analytics and Open Site Explorer.

At the end he discussed about his own observations for several exemplary websites and suggested a few modifications required for further improvements.

Glimpses of Event:

