

## A Report on

# Digital Marketing 101: Accelerating your startup growth Online

<b>ACTIVITY TYPE</b>	<b>Digital Marketing 101 : Accelerating your startup growth Online</b>		
<b>DATE &amp; TIME</b>	<b>31/07/2023 9:00 am to 5:00 Pm</b>	<b>Duration</b>	<b>1 Day</b>
<b>SEMESTER</b>	<b>3 and 5</b>	<b>No. of participants</b>	<b>70</b>
<b>EXPERT NAME WITH DESIGNATION</b>	<b>Mr. Dipesh Patel Founder of Dipeshpreneur</b>		
<b>FACULTY COORDINATOR</b>	<b>Assi. Prof. Shruti Manohar, Asst. Prof. Bhavya Shah</b>		
<b>FACULTY CONTACT DETAILS</b>	<b>9714779575</b>		
<b>SPONSORING AUTHORITY</b>	<b>-NA-</b>	<b>SPONSORING AMOUNT</b>	<b>-NA-</b>

The report aims to provide an overview of the "**Digital Marketing 101 : Accelerating your startup growth Online**" program, this initiative focused on an awareness program about digital marketing from the Information Technology & Computer Engineering Branch. This program was designed to enlighten students using different strategy. The report highlights the objectives, activities, outcomes, and impact of the program.

### **Objective:**

1. Enlighten students about use of digital marketing in business growth
2. Explore the knowledge about the promotion of brands to connect with potential customers using the internet and other forms of digital communication.
3. Demonstrate different tools for the designing and development of logo
4. Use of different social media applications to explore business and reach to maximum customers

### **Outcomes:**

1. Students used tools for creating logos and pages with different visuals
2. The program has a good impact on students and they know use of different social media handles for growth.

### **Activity Details:**

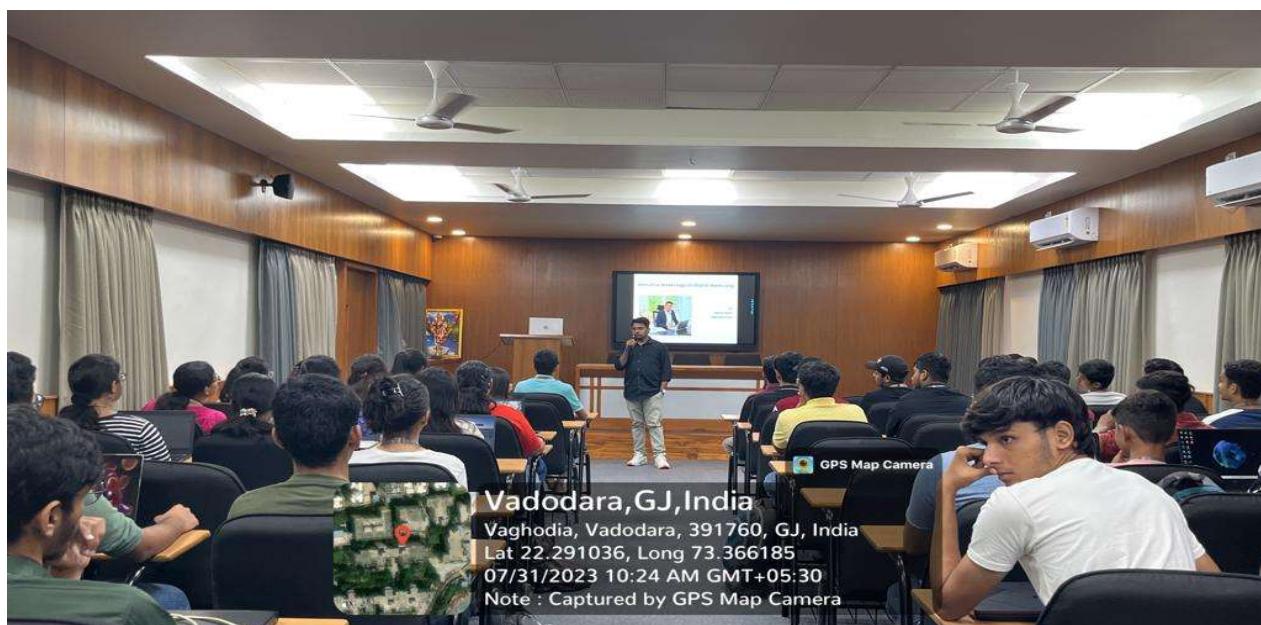
The whole event was organized for the students of Information technology and Computer Engineering branch on 31th july 2023 to educate students about the importance of digital marketing and future advantages of it. Students were represented many ideas for different strategies of digital marketing.

Mr. Dipesh also demonstrates different tools and technology to make effective web pages and logos. And students started creating their logos using laptops and with innovative ideas. Thereafter, expert start session related to social media handles. He explained to students about the importance of social media in our startup and business in today's era. After the break, he explained about search engine optimization. Using this methodology, we can place our website on the first page of the result given by the search engine. So, we can grow our business rapidly.

Participants expressed a desire to learn more tools and techniques for business growth in future. Establishing post-program mentorship and question-answer session so students can solve their doubts and gain more knowledge.

### **Glimpses of Activity**





**THANK YOU**