

Digital Marketing



Event Name: Digital Marketing

Date: 27/01/2026

Venue/ Mode: Seminar

No of Participants: 26

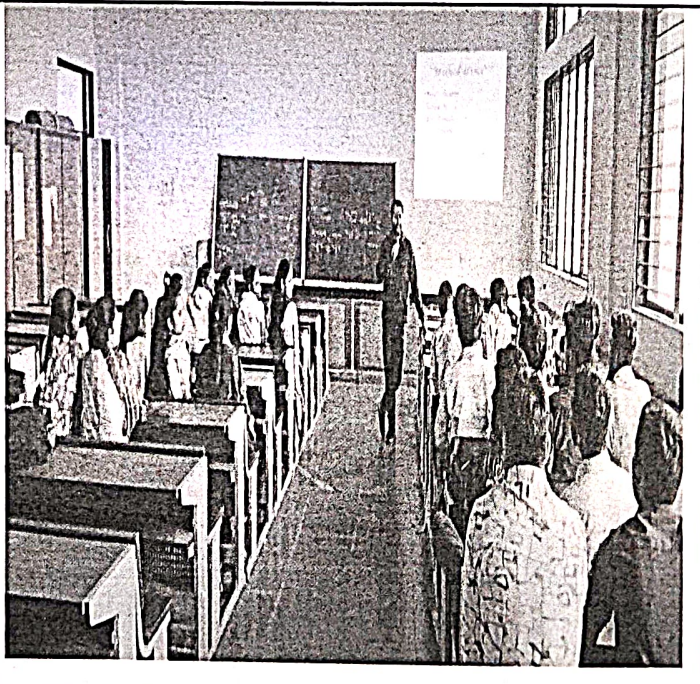
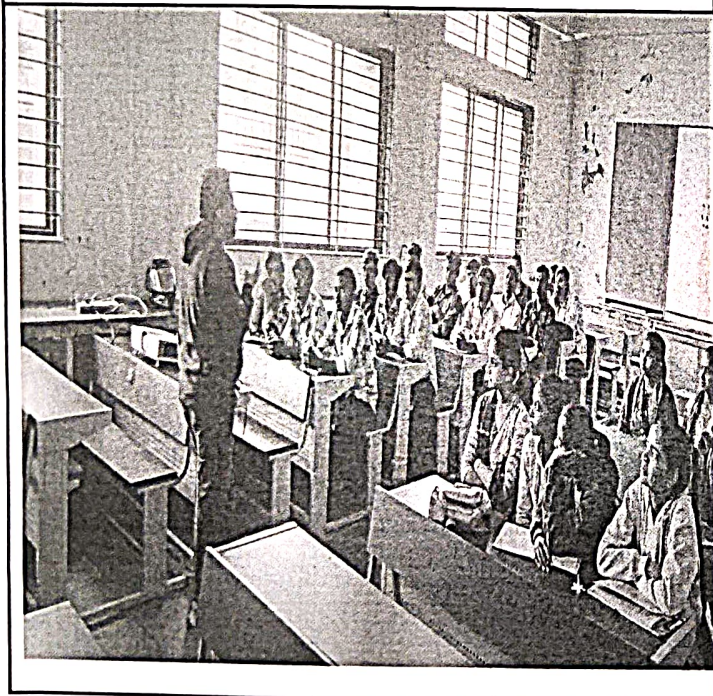
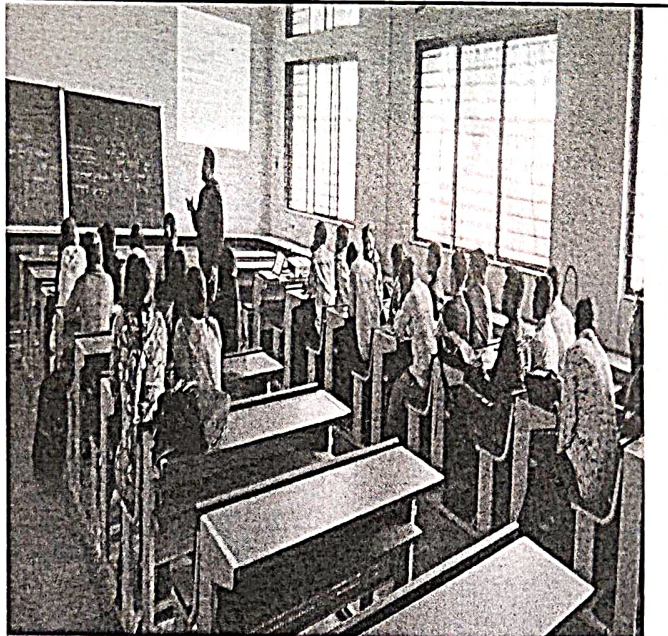
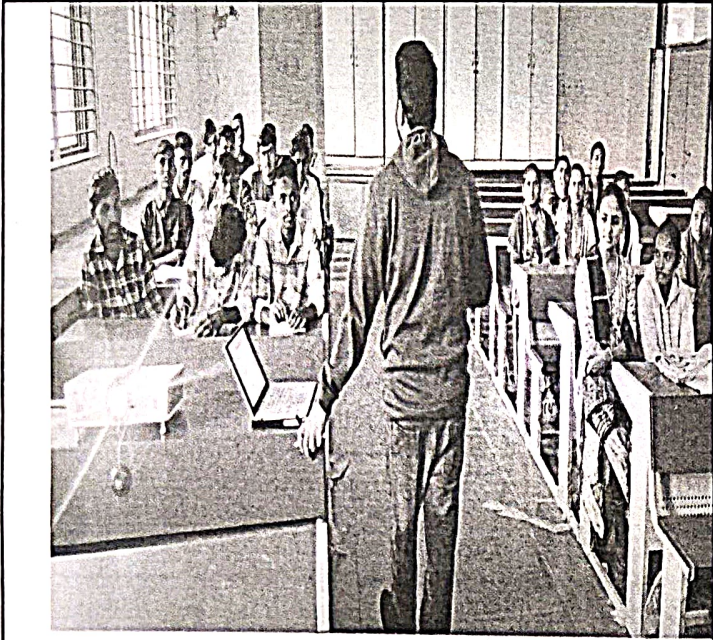
Speakers Name : Mayank Laxmanbhai Damor

About Event: The Digital Marketing Awareness Program organized at **Government Science College Limkheda** was designed to inspire and equip students with practical knowledge of modern marketing tools and strategies in the digital era. The event aimed to guide students, aspiring entrepreneurs, and innovators in understanding how digital platforms can be effectively used to build brands, reach customers, and grow businesses.

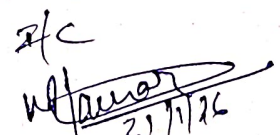
The session emphasized the importance of social media marketing, search engine optimization, content creation, and online branding. Students were encouraged to explore emerging opportunities in freelancing, e-commerce, and personal branding through digital platforms. The workshop also highlighted how digital skills can enhance employability and entrepreneurial success.

- **Outcome of Event:** The event successfully cultivated a strong awareness of digital marketing trends and opportunities among students. Practical discussions encouraged participants to think strategically about online platforms, branding, and audience engagement. Students developed a deeper interest in exploring digital marketing as a potential career path and entrepreneurial avenue.
- Through interactive sessions and practical demonstrations, participants gained essential skills related to social media marketing, content creation, search engine optimization, and online campaign planning. Students learned how to design digital strategies, analyze audience behavior, and create impactful digital content, which will be highly beneficial for their future professional endeavors.
- The event provided students with opportunities to collaborate in teams and exchange creative ideas related to online branding and promotion. Group activities strengthened communication, teamwork, and analytical thinking skills, while also fostering peer learning and confidence in presenting digital concepts.
- The event highlighted the growing importance of digital literacy and the need for continuous skill development in modern education. Following the program, discussions have been initiated to organize regular training sessions, certificate courses, and workshops on digital tools to ensure sustained student engagement and skill enhancement.
- Overall, the event strengthened students' understanding of how digital platforms can be effectively utilized for personal branding, business promotion, and community engagement. It encouraged participants to adopt innovative digital approaches and prepared them to become competent contributors in the evolving digital economy.

Event Photos



SSIP Co-Ordinator
Government Science College
Limkheda, Dist. Dahod



Principal
Government Science College
Limkheda, Dist. Dahod