

CRITERIA 3

Skill based workshop on 'Generating small business customers with social media marketing'

6th February 2023

Economics and Commerce department of our college organized a skill based workshop on 'Generating small business customers with social media marketing' in collaboration with MGNCRE (Mahatma Gandhi National Council of Rural Education) Department of Higher Education, Ministry of Education, Government of India. The keynote speaker of this workshop was Mr. Samarth Sharma (Young Entrepreneur and Consultant, MGNCRE, Ministry of Education, Government of India).

In this workshop, Mr. Samarth Sharma explained that the Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. But it's not just about creating business accounts and posting when you feel like it. Social media marketing requires an evolving strategy with measurable goals.

