

### CRITERIA 3

#### Two-day workshop on 'Digital Marketing'

**6<sup>th</sup>-7<sup>th</sup> March 2023**

The Computer Science department of the college organized two-day workshop on 'Digital Marketing' on 6<sup>th</sup> – 7<sup>th</sup> March 2023 which was conducted by the expert, Mr. Sachin Mahajan. The workshop aimed at providing the students with an in-depth understanding of the various aspects of Digital Marketing and its role in today's business world. The detailed account of the workshop is as follows :

##### **\*Day 1**

The first day of the workshop began with an introduction to Digital Marketing and the various channels that are used in it. Mr. Sachin discussed the importance of a strong online presence for business and how Digital Marketing can be helpful in achieving this. He explained the importance of Search Engine Optimization (SEO) and how it can help in ranking a website higher in search engine results' pages.

##### **\*Day 2**

The second day of the workshop focused on more advanced topics, such as Email Marketing, Content Marketing and Analytics. Mr. Sachin explained how Email Marketing can be used to nurture leads and convert them into customers. He also talked about the importance of creating high-quality content and how it can be used to attract and engage audience.

The workshop concluded with a session on Analytics, where Mr. Sachin demonstrated how to use various tools to track and analyse website traffic, campaign performance, and user behaviour. Thus this two-day workshop on Digital Marketing was a great success.

