

One day Workshop on SEO & Digital Marketing

Day & Date – November 25, 2017

Participants – MCA I,II,III and PGDM I,II

Digital marketing is one of the fastest growing fields in today's scenario. Not only the students with a technical background but also students who are from the management background need inputs in this particular area. What is most surprising is that when most students who keep using their mobile phones to their benefits 24*7 are still unaware of the power of the device. The amount of data that we consume today in terms of texts and pictures is unimaginable.

The digital marketing workshop was an eye opener for the students who want to learn anything in the SEO arena. Mr Vikas Nigam, a seasoned digital marketer himself has his own firm in Kanpur. Mr Nigam has been practicing various marketing tools from Google or otherwise available in the market. Having a strong client base in UP and Delhi; his knowledge of making a career in digital marketing was in depth and filled with real life experiences. He has also been a part of the Start Up India programme run by the Government of India.

Mr Vikas Nigam took a long workshop for JIM students on the three broad areas of Digital Marketing – Google SEO, Google Analytics and Social Media Marketing. He highlighted the technical nuances of Robotics and Website Development in the first session. The second session discussed the understanding of the Google Analytics tool and its usage for a website. He practically showed us the steps of usage and the limits to which most of these tools can work for free. The last session picked up the most favorite topic of the students which was Social Media Marketing which highly included Facebook Marketing. The workshop was completely practical in nature and the students could see it as it was happening in real time.



