

- TITLE OF EVENT/ PROGRAMME: **Every day is a Seminar Day (Phase 3)**

- THEME OF THE EVENT/ PROGRAMME: Exploring the Advantages and Strategies of Digital Marketing

- DATE: **30.3.2023**

- VENUE: **Seminar Hall, Centenary Building, Asutosh College**

- COLLABORATOR/S (IF ANY): IQAC

- OBJECTIVE/ PURPOSE: To provide insights into the concept, benefits, and strategies of digital marketing

- SPEAKER/S / RESOURCE PERSON/S: **Dr. Rhiddhi Saha**

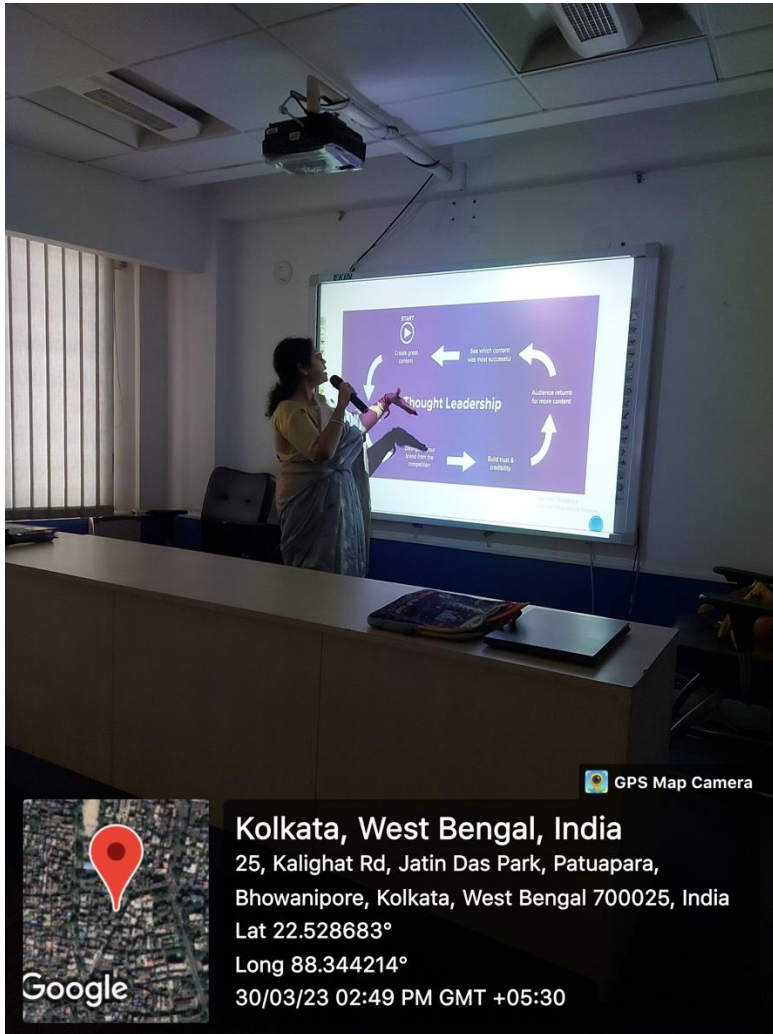
- TARGET AUDIENCE/ PARTICIPANTS: Students of Semester 2/4/6

- BRIEF REPORT ABOUT THE EVENT/ PROGRAMME: Dr. Rhiddhi Saha delivered a comprehensive lecture on digital marketing, covering various key points essential for understanding its significance and implementation. She elucidated the definition of digital marketing and underscored its affordability and measurability compared to traditional marketing methods. Dr. Saha emphasised the global reach and accessibility of digital marketing, detailing its advantages in targeting specific audiences across multiple devices. Furthermore, she outlined practical steps for initiating digital marketing campaigns, including the development of customer personas, creation of thought leadership content, and utilization of both organic and paid channels. The lecture was well-structured, informative, and engaging, providing attendees with a thorough introduction to the subject.

- EXPECTED OUTCOME: Increased awareness and understanding of digital marketing concepts, strategies, and benefits among the audience

- ATTENDANCE SHEET (If available):

- GEO-TAGGED PHOTOGRAPHS:



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