

## Workshop on Digital Marketing



A workshop on 'Digital Marketing' was conducted for the students of BBA and BCA on 17<sup>th</sup> February, 2020 as to provide them an opportunity to learn cost effective proven marketing techniques using Digital Marketing. In this session students came to know about the Domain name registration and Web hosting. Open-source blog web design demo was shown to the students how does Search Engine Works, Search engine optimisation is to optimise our computer to rank higher in search engine results while searching. Students gained knowledge about inbound marketing and outbound marketing and use of customer relationship management for lead managements and Google analytics. They also came to know the importance of social media for career development.