

**Aditya Silver Oak Institute of Technology**  
**Computer Engineering Department**

<b>Title of the event:</b> Webinar on Digital Marketing			
<b>Coordinator:</b> Prof. Murti Patel			
<b>Venue:</b>	Online	<b>Date:</b>	4/3/2022

**Abstract:**

The Department of Computer Engineering conducted a webinar on “Digital Marketing” on 4 March 2022. It was conducted for students of 6<sup>th</sup> semester. In today's dynamic business environment, the realm of marketing has undergone a profound transformation with the advent of digital technologies. This webinar aims to explore the multifaceted landscape of digital marketing, offering insights into cutting-edge strategies, trends, and innovations that shape the industry.

**Expert or Guest Profile (In Detail):**

Mr. Akash Padhiyar,  
CEO at Akash Technolabs

**No. of Participants: 45**

**Impact of that event in terms of POs & PSOs:**

The seminar was divided into various aspects of digital marketing, including but not limited to:

- **Content Marketing:** Understanding the power of compelling storytelling and valuable content creation to engage and retain online audiences.
- **Social Media Marketing:** Leveraging the potential of different social media platforms for brand building, customer engagement, and community development.
- **Search Engine Optimization (SEO):** Unraveling the complexities of SEO to enhance online visibility and rank higher on search engine results pages.
- **Data Analytics and Insights:** Harnessing the vast data available to derive actionable insights, personalize marketing efforts, and optimize campaigns for maximum impact.
- **Emerging Technologies:** Exploring the influence of AI, AR, VR, and other cutting-edge technologies in reshaping the digital marketing landscape.
- **E-commerce Strategies:** Examining effective approaches to drive sales and conversions in the competitive realm of online commerce. PO5,PO6,PO7,PO10,PO12,PSO3 were covered during the session.

**Photos:**



**Student feedback:**

*“Genuinely one of the very good workshops I’ve attended”.*

*“I found it really insightful and interesting as expected!”*