



Digital Marketing Workshop

3rd & 4th December 2018

Report

2016-20 Batch | Semester 6 | Academic Year 2018-19

Concept: **Dr. Pranita Ranade**

HoD, User Experience Design

Execution: **Aparna Joshi**

Graphic Designer

Batch Details:

Programme	B. Des	Discipline	Communication Design
Academic Year	2018-19	Specialization	UED
Batch	2016-20	Year	3 rd Year – Sem VI

Workshop Details:

Dates	3-4 December 2018
Time	10 am to 4 pm
Venue	Symbiosis Institute of Design, Pune
Conducted By	Aparna Joshi
No. of Students Participated	21

Executive Summary

The Digital Marketing workshop was arranged to make the students aware of the massive shift in marketing techniques & strategies from traditional channels to the digital channels.

Workshop Objectives

- 1) The objective of the workshop is to introduce the students to the ever evolving world of Digital Marketing by taking them through the various online marketing channels.
- 2) Teaching them some important marketing fundamentals.
- 3) Taking them through online real time simulations for SEM Ads.
- 4) This workshop also talks about opportunities for UED Students in the Digital World.

Why Digital Marketing?

By 2020 the global Digital Ad spends will be 50% of the total advertising budget. Traditionally people used to consume content via TV, Radio, Newspapers, Magazines etc. Now, people are increasingly using Computers, Tabs and Mobiles to consume content. Therefore, it has become necessary to advertise where people hangout. That is why it is very important that your brand or business establish and maintain a strong online presence to have a competitive edge.

This workshop gave insights into the above scenario, discussed the various digital marketing channels used, some basic fundamentals of marketing and touched upon the benefits of having an Integrated Marketing Plan.

Participants

Third year User Experience Design Students of SID

Day-wise Schedule

Day 1 Activities | Monday, 3rd December 2018

1. What is Digital Marketing?

- a. Difference between the Traditional and Digital Marketing Channels
- b. Why is Digital Gaining Ground? Its Advantages

2. What is Marketing?

- a. STP – Segmentation-Targeting-Positioning
- b. 4 Types of Market Segmentation
- c. Definition of Value Proposition
- d. Typical Buyer Persona Template
- e. 7 P's of Marketing
- f. 7 C's of Marketing

Day 2 Activities | Tuesday, 4th December 2018

1. Types of Digital Marketing

a. SEO

What is SEO and how to do SEO
Keywords and generation of keywords

b. SEM

What is SEM in Digital Marketing?
How does SEM work?
Simulation of SEM at Stukent.com
Different Ad formats available in a Google Ads account

c. Various Marketing Channels

- i. Remarketing
- ii. Social Media Marketing (SMM)
- iii. Ads - Facebook, Twitter, Instagram
- iv. Content Marketing - Different Formats, Different Platforms
- v. Affiliate Marketing
- vi. Influencer Marketing
- vii. Email Marketing
- viii. Viral Marketing
- ix. Google Analytics

2. Integrated Marketing

Definition, Plans & effective planning

3. Conclusion

Dr. Pranita Ranade visited the class at the end of the workshop and discussed the outcome with the students.

Glimpses | Photographs of the Workshop



The Digital Marketing Workshop in progress



The Digital Marketing Workshop in progress



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The Digital Marketing Workshop in progress - Day 1



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The Digital Marketing Workshop in progress - Day 2

End of Report