



## A Workshop on “Search Engine Marketing”

Date: 10 <sup>th</sup> July, 2021	Venue: Webinar / Zoom meeting
Time: 11:00 AM to 12:30 PM	Event : Webinar
No. of Participant: 100	Event Convener: Dr. Padmalini Singh

### Objectives

- The webinar was organized to bring insights from industry about SMM and SEM for students to learn practical aspects of digital marketing.

### Agenda/Flow of the Event



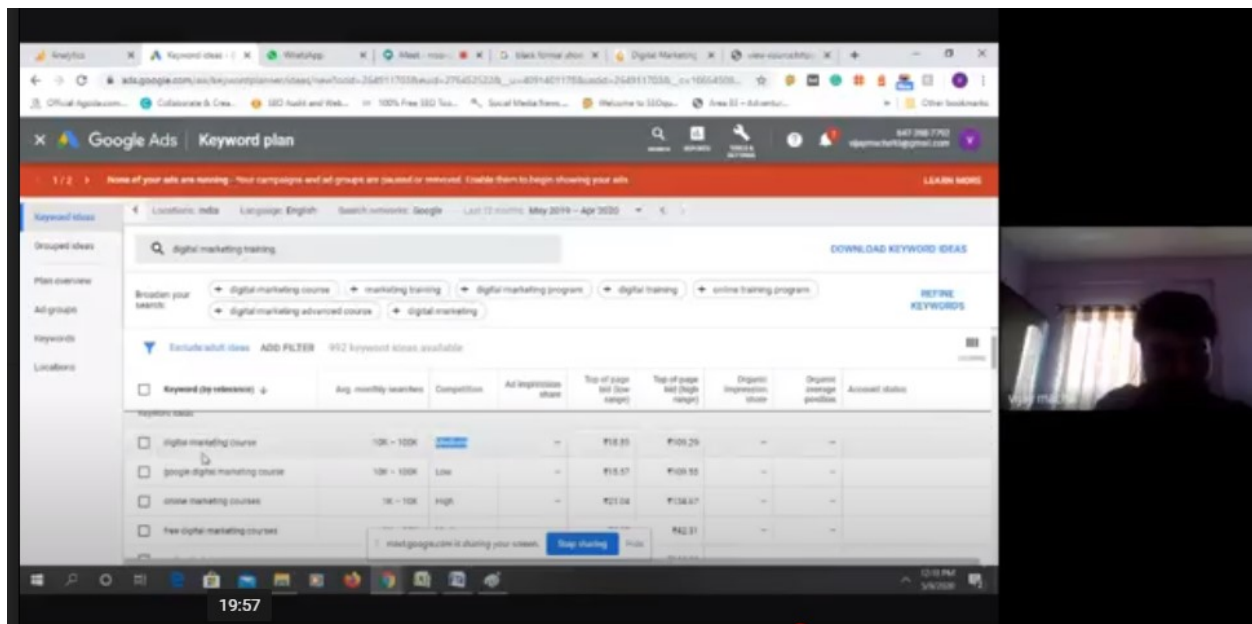
#### Resource Person:

Shashank Singh

Designation -SEO Head, Sportskeeda

Sportskeeda is a sports and esports news website, founded in 2009. It is No. 1 personalized Sports App. The website has news, features, commentary and videos on sports like Cricket, Football, WWE, Tennis, NFL, NBA, and also video games such as Minecraft, Fortnite, PUBG, Valorant, CS:GO, Free Fire and GTA.

### Online Workshop on “Search Engine Optimization & Social Media Marketing” on 10th July, 2021.



**Feedback & Coordinator Comment:**

The webinar was appreciated by the students and faculty members as it brought hands on experience in Search Engine Marketing for all the participants.

**Event Convener:**

*Padmalini*

**Event Coordinator**

**Dr. Padmalini Singh**



A handwritten signature in blue ink, appearing to read "L. Srinivas".

**Director**