



RASHTREEYA SIKSHANA SAMITHI TRUST

## **RV INSTITUTE OF MANAGEMENT**

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar, Bengaluru, Karnataka 560 041

**A BRIEF REPORT ON**

**TWO FULL DAY WORKSHOP ON "DIGITAL MARKETING"**

**By**

**Institute of Digital Education and Development (IODED)**

**Date: 4<sup>th</sup> & 5<sup>th</sup> April, 2019**

**Event Coordinator: Prof. Ramya S**



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Bengaluru, Karnataka 560 041

<b>Two full day workshop on "Digital Marketing"</b>	
<b>By</b>	
<b>Institute of Digital Education and Development (IODED)</b>	
Date: 4 <sup>th</sup> and 5 <sup>th</sup> April, 2019	Venue: Workshop Hall and Lab 2
Time: 9:00am to 5:00pm	Semester & Section/: IV semester 'C' section
No. of Participant: 30	Event Coordinator: Prof. Ramya S
<b>Objectives</b> <ul style="list-style-type: none"><li>▪ To Understand the Importance of Digital Marketing.</li><li>▪ To focus on the practice of digital marketing and tailored to the needs of future Marketing professionals.</li></ul>	
<b>Agenda/Flow of the Event</b> <ul style="list-style-type: none"><li>- Session 1 : Introduction to digital marketing</li><li>- Session 2: Website and keywords research</li><li>- Session 3: Search Engine Optimization</li><li>- Session 4: Google ads</li><li>- Session 5: Social media marketing</li><li>- Session 6: Online Reputation Management</li><li>- Session 7: Budgeting, framing strategies and</li><li>- Session 8: New trends in digital marketing</li></ul>	

### **Brief Profile of the Resources Persons:**

#### **Amit Dadhich**

Amit Dadhich is one of the co-founders of IODED and is a well-established well known independent digital marketer in India. He is a very informed digital marketing consultant with over 5 years of experience across various industries and varied domains. He has very recently also launched "Alladwords" a Digital Marketing PVT. LTD Company.

Over a span of 5+ years, Amit has worked with more than 50 national and international brands, strategizing their digital marketing journey to meet the company's MSVG (Mission, Strategy, Vision and Goal) and helping them to establish their successful digital footprint. He has worked as a Digital Marketing Manager leading and mentoring teams and individuals who plan and implement digital marketing strategies, contributed as an independent digital marketing consultant creating digital road map for business to launch their business online across multiple platforms and as a trainer till date trained over 1000+ participants those are start-ups, business owners, fresh graduates, experienced professionals, members of digital agencies.

After spending more than 50 million rupees on advertising digitally for various brands and companies and having gained an in-depth understanding of the digital ecosystem and their versatile functionalities, Amit, through his training is keen to share the knowledge and experience he has gained over these years with individuals who want to explore digital marketing for various benefits.

#### **Abhishek Sharma:**

Abhishek, Co-Founder of IODED, another significant trainer at IODED, has worked with major firms like Google, Royal Bank of Scotland, NatWest Bank, Isle of Man Bank and Ulster Bank both On-Shore & Off-Shore. Abhishek has in-depth knowledge about SEO, including ethical black hat techniques and therefore, he turns out to be a perfect trainer for aspiring digital marketers, especially for those who are looking forward to knowing about content marketing. He has trained many students and conducted numerous workshops across the country till

date. He has worked closely with the Google Ads team and has immense knowledge about how the advertisements are reviewed and ranked. He has also assisted several business sites in getting good ranking on search engine result pages.

Copy of the Circular



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Ref: 001/RVIM/MBA/2019-20

Date: 3-4-2019

**Circular**

This is to inform all the IV sem Marketing MBA students that a workshop on "Digital Marketing" has been organized on 4<sup>th</sup> and 5<sup>th</sup> of April 2019 in the Workshop hall (second floor).

The Resource Person for the workshop is Mr. Anit Dadhiach and Mr. Abhishek Sharma, Co-founder of IODED, Bangalore.

Attendance is compulsory.

**Director**

IV<sup>th</sup> sem MBA

Sec 'C' -

Sec 'B' -

**Outcome Achieved/ Attained:**

The workshop provided a systematic guide to executing digital marketing usage and plans. It covered the key aspects including introduction to digital marketing, website development and optimization, use of social media, keywords research and SEO, paid advertising, Online Reputation Management and the new trends in Digital Marketing.

Importantly students got to experience different aspects of digital marketing through practical exercises.

**List of Participant:**

Workshop on "Digital Marketing"  
Students' list- Participants

Sl. No.	Name of the student	Sl. No.	Name of the student
1	Nithin Kamath	16	Shembuling
2	Nitin Sai M	17	Shiveprasad K Shetty
3	Pankaj Samaj	18	Shivakumar Hanchinamani
4	Ponnanna K M	19	Sidharth Jairam Hegde
5	Pooja Dulgach Rameshkumar Dulgach	20	Souvik Halder
6	Pradeep G S	21	Suryakanth M N
7	Prateek	22	Sushma D S
8	Priyanka H	23	Syed Faraz
9	R Menisha	24	Syed Fousif
10	Rehemathullah Muttan	25	Tejaswini B
11	Rajesh U	26	Vedh G Shaikh
12	Rakshath Roshan Kulkarni	27	Vijaya Bhagavat
13	Sabina Gulati Jamadar	28	Suhas S
14	Samyuktha Varman N	29	Uttas A R
15	Santoshi Sowmya Vejesna	30	Sandeep Kumar Singh

Date: 4<sup>th</sup> & 5<sup>th</sup> April, 2019


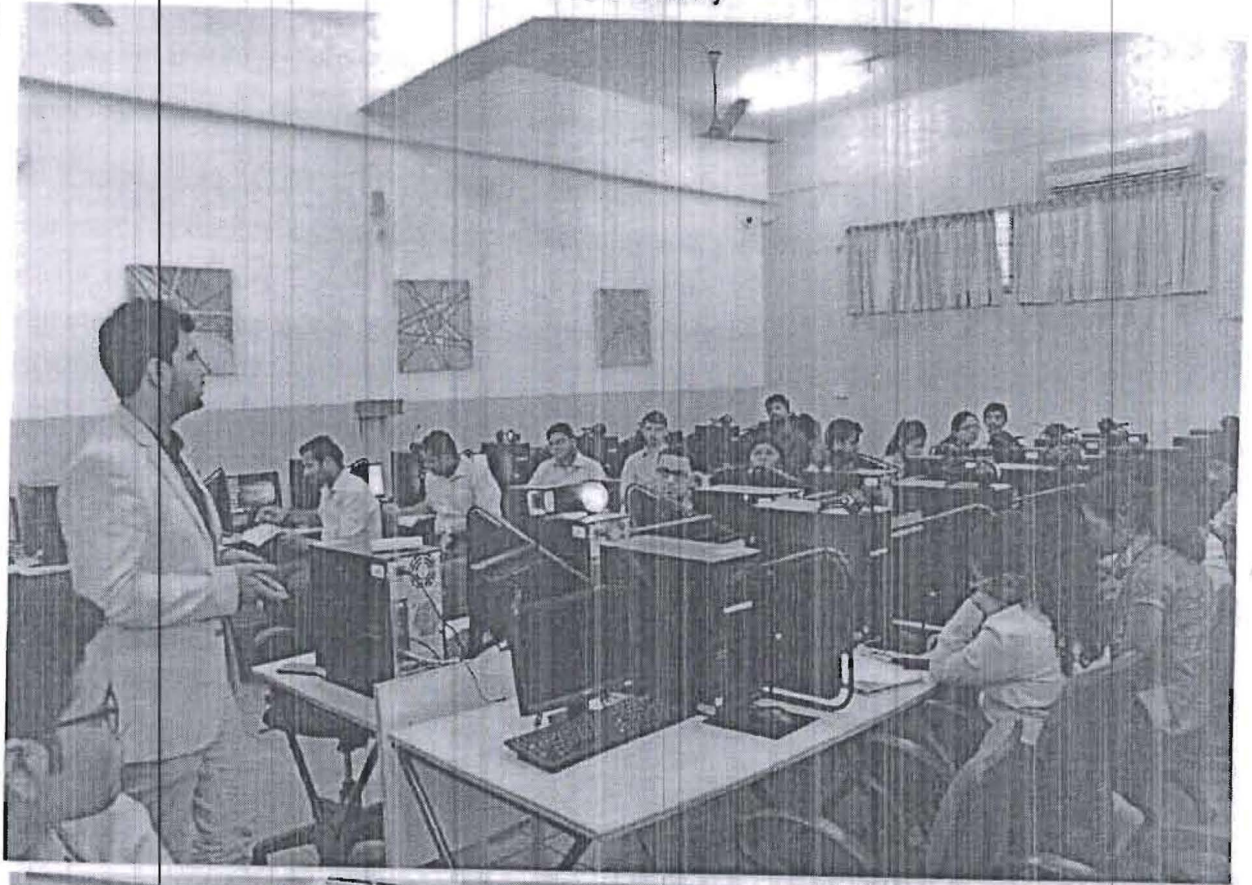
  
Signature of the coordinator

Photo Gallery






**Coordinator's Feedback/ Comment:**

The students got both practical and theoretical knowledge about digital marketing. Students gained a great deal of exposure on the various modules like SEO, website and keyword research, google ad words, online reputation management etc. Overall the workshop helped students in understanding the requirements and the challenges a digital marketer can face.

Event Coordinator

  
Director

C

C