



## A Workshop on “Social Media Marketing & Search Engine Marketing”

Date: 8 <sup>th</sup> , 9 <sup>th</sup> & 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:

Ms. Soumi Das  
 Performance Marketing Manager, Flobiz.

Working closely with Growth, Product and Customer Success Teams in building India's No.1 Accounting Software for SMBs. Major work areas include - Customer Acquisition through Paid Media, Customer Retention, Understanding Consumer Behaviour and Journey.

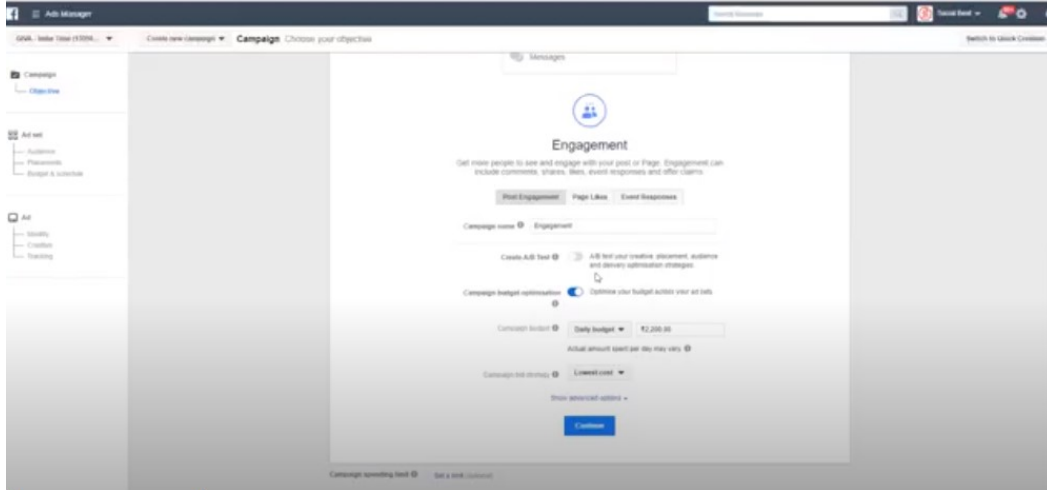


#### Resource Person:

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 “Social Media Marketing” on 7th, 8th & 9th July, 2021.



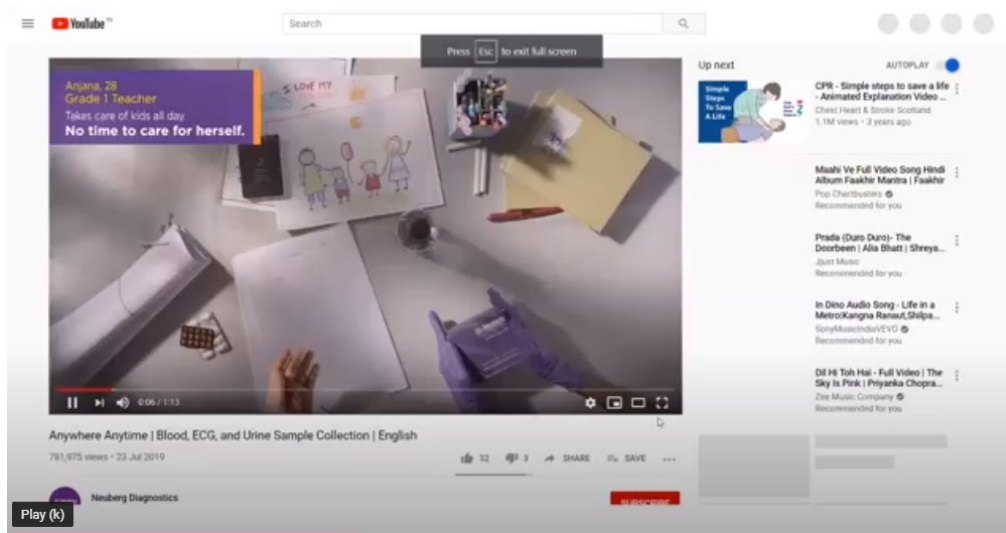
docs.google.com/spreadsheets/d/10CwC2BCQY1GR0TbP4qg3Dgix7vkdTgn3uCG8R85dvvdhfdj4-12143421

Liv-52 - Media Plan

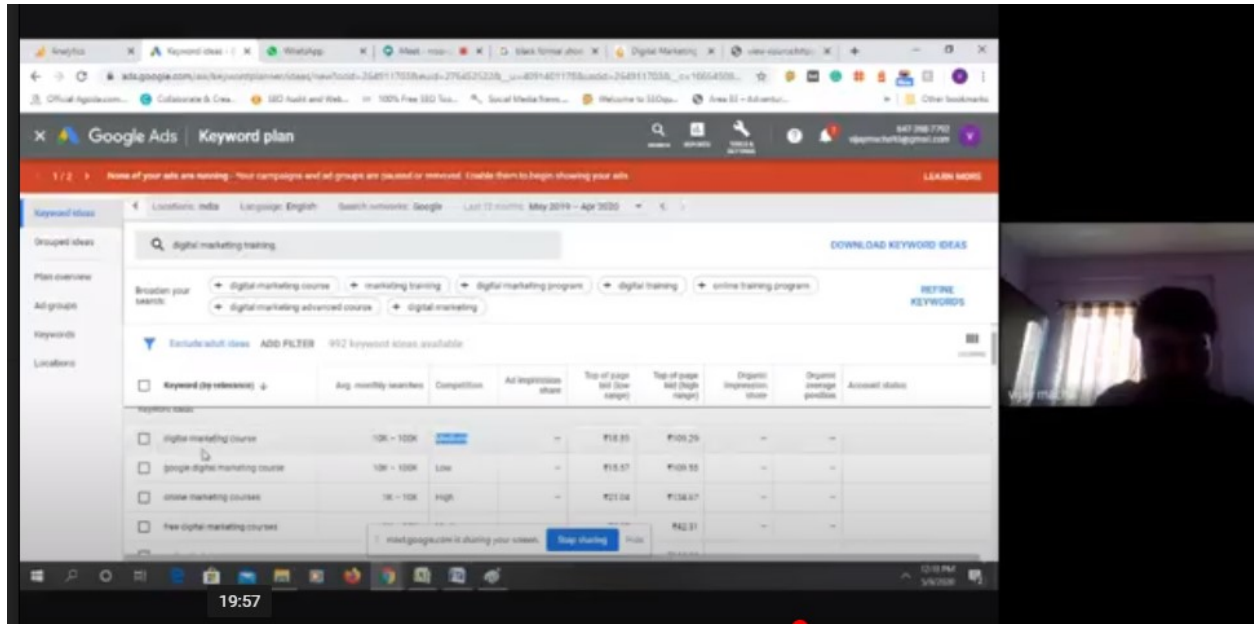
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Branded KWs				Keyword	
Keywords	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)		
liv 52	33100	1.56	8.12	liv amrit	
liv 52 ds	18100	2.16	10.43	patanjali liv amrit	
liv 52 syrup	9900	0.8	7.12	liv amrit tablet	
himalaya liv 52	8100	2.06	10.18	nutrilite milk thistle	
liv 52 tablet	6600	1.11	7.1	nutrilite milk thistle plus	
liv 52 price	3600	1.42	3.61	patanjali liv amrit tablet	
liver 52	2900	1.46	3.57	liv amrit patanjali	
liv 52 benefits	2400	5.45	7.15	liv d 38	
himalaya liv 52 ds	1900	1.68	8.92	liv amrit syrup	
liv 52 ds tablet	1900	1.12	7.09	patanjali liv d 38	
liv 52 ds syrup	1600	0.79	7.14	patanjali liv amrit syrup	
liv 52 side effects	1600			patanjali liv amrit syrup benefits	
liv 52 dosage	1300	5.15	7.14	liv amrit benefits	
liv 52 syrup price	1300	1.36	2.55	patanjali liver medicine	
liv 52 tablet price	1300	1.39	3.32	patanjali liv amrit tablet benefits	
liv 52 tablet uses	1300	1.3	5.81	liv amrit tablet patanjali	
liv 52 for fatty liver	1000	0.6	31.11	patanjali liver	
liv 52 ds price	1000	1.42	4.37	organic india liver kidney care capsules	
liv 52 syrup uses	1000	1.39	7.12	patanjali liver syrup	
himalaya liv 52 syrup	1000	2.55	8.26	liv amrit syrup patanjali	
liv 52 ds uses	1000	2.96	7.15	liv d 38 tablet	



## 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 Social Media marketing and Search Engine Marketing for all the participants.

### Event Convener:

*Padmalini*

### Event Coordinator

Dr. Padmalini Singh

A handwritten signature in blue ink, appearing to read 'Lathamma'.

### Director