



NAAC ACCREDITED 'A++' GRADE COLLEGE

2022-2023

Name of the Department/Society: Department of Commerce

Name of the Event: Seminar on Digital Marketing Essentials: Trends, Tools, and Techniques.

Date of the Event: 10th June, 2023

Convenor of the Event: Dr Neera Chopra, Ms Renuka Prasad & Prof Reetika Jain (TIC – Commerce Dept)

Digital marketing has emerged as a critical aspect of modern business strategies, enabling companies to reach wider audiences and generate substantial revenue. On 10th May, 2023, Rahul Das, the founder director and senior trainer at Gryffindor Academy conducted a seminar titled "Digital Marketing Essentials: Trends, Tools, and Techniques" to shed light on the key facets of this dynamic field. The seminar delved into important topics such as Return on Ad Spend (ROAS), reach, impression, funnel strategy, the stages of advertising, facebook pixels, etc.

The seminar began by emphasizing the significance of ROAS in assessing the effectiveness of digital marketing campaigns. Rahul Das explained that ROAS is a critical metric for evaluating the financial success of advertising efforts. He discussed strategies to calculate ROAS accurately and highlighted its role in optimizing ad budgets. He then elaborated on the concepts of reach and impression in digital marketing. Reach refers to the total number of unique users who view an ad, while impressions represent the total number of times an ad is displayed. Understanding these metrics is crucial for determining the extent of a campaign's exposure and audience engagement.

He also elucidated the importance of a well-structured sales funnel in the digital marketing process. He explained how businesses can use funnel strategies to guide potential customers through various stages, from awareness to conversion. A detailed analysis of each stage and its significance in the customer journey was provided. The seminar covered the different stages of advertising, emphasizing that digital marketing is not a one-size-fits-all approach. Rahul Das discussed awareness, consideration, and conversion stages, and how businesses can tailor their content and strategies to match the customer's position in the buying cycle.



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Rahul Das discussed the different stages of advertising in the digital landscape, including:

1. Awareness: Creating brand awareness among the target audience.
2. Consideration: Providing valuable information to prospects to encourage them to consider your products or services.
3. Conversion: Convincing prospects to take a specific action, such as making a purchase or signing up.
4. Retention: Ensuring customer satisfaction and building brand loyalty for repeat business.
5. Advocacy: Encouraging satisfied customers to become brand advocates who promote the business

Rahul Das also highlighted several current trends in the digital marketing landscape, including:

1. Video Marketing: The increasing popularity of video content on platforms like YouTube, TikTok, and Instagram was discussed. Rahul emphasized the importance of integrating video into marketing strategies.
2. Voice Search Optimization: As voice-activated devices become more prevalent, optimizing content for voice search is crucial. The seminar addressed techniques for improving voice search visibility.
3. AI and Automation: The role of artificial intelligence and automation in streamlining marketing processes and personalizing customer experiences was explored.
4. Social Commerce: The growing trend of shopping directly through social media platforms, and strategies for leveraging social commerce, were covered.

Rahul Das's seminar on "Digital Marketing Essentials: Trends, Tools, and Techniques" provided valuable insights into the core concepts and emerging trends in digital marketing. Attendees gained a comprehensive understanding of key metrics like ROAS, reach, and impression, as well as the importance of funnel strategies and the stages of advertising in building successful digital marketing campaigns. The seminar's focus on current trends underscored the importance of staying updated in this ever-evolving field. In conclusion, Rahul Das's seminar was a valuable learning experience, equipping attendees with the knowledge and tools needed to navigate the dynamic world of digital marketing successfully.

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HANSRAJ COLLEGE UNIVERSITY OF DELHI

NAAC Grade A++ with CGPA 3.71

SEMINAR

DIGITAL MARKETING

Department of Commerce

10 June, 2023, Saturday
1 pm onwards
New Seminar Room

Mr. Rahul Dass
Founder Director and Senior Trainer
at Gryffindor Academy

Dr. Neera Chopra
Coordinator

Ms. Renuka Prasad
Coordinator

Prof. Reetika Jain
Teacher in charge

Prof. Rama
Principal

KEYWORD MATCH TYPES

Match Type	Symbol	Example Keyword	Appears for	Example Search
Broad match	No symbol	tennis shoes	keyword or large variations + close variants*	shoes for running
Phrase match	"keyword"	"tennis shoes"	keyword phrase with words before or after + close variants*	nike tennis shoes
Exact match	[keyword]	[tennis shoes]	keyword + close variants*	tennis shoes

WHAT IS MARKETING FUNNEL?

The marketing funnel concept has been around for over 100 years, and its purpose is to easily categorize major milestones along the shopping journey, from awareness to consideration, to decision, then loyalty.

The marketing funnel shape corresponds with the idea that in the early stages of a shopping journey, marketers cast a wide net to engage as many leads as possible before nurturing those leads through each stage of the funnel. The audience narrows as you move down the funnel, and when you get to the bottom, you have shoppers who are most likely to convert, and ideally, become loyal customers.

The Marketing Funnel

GOALS

Tell us your goals

What would you like to see more of?

Select your top 2.

- Reach
- Media Engagement
- Shop Engagement
- Messages
- Leads

AUDIENCE

Select target audience

What results would you like from this ad?

Special ad category
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics.

Automatic
Instagram targets people like your followers

Create your own
Manually enter your targeting options >



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The list of participants who attended the seminar are as follows

Lavisha	Vishal Kumar	Janvi	Sujal	Utkarsh
Jaagrit	Hariom	Tarun	Aishwary	Shubh
Gayatri	Dev	Ambika	Tejash	Mahima
Vidhi	Arshit	Arshia	Tanvi	Abhishek
Tanisha	Krishna	Mehbis	Mohd Kaif	Piyush
Jyeshth	Ambuj	Ginni	Sanket	Aditya
Sanskar	Shikha	Lakshay	Yash Gupta	Sahil
Simran	Sourav	Vatrun	Om Anand	Soyeb
Aryan Jain	Tarak	Anjali	Reshav	Jatin
Saksham	Veer	Sneha	Prajwal	Manish
Anupam	Anwasha	Nishika	Manan	Sushriti
Manas	Triyan	Saina	Ketan	Nischita
Santosh	Naman	Rishita	Sanidhya	Hriday
Vishal	Tushar	Aditya	Susheel	Devashish
Anisha	Kanishka	Lakshmi	Anjali Sinha	Priya
Simran	Akansha	P C Reddy	Tanisha	