



**2020-2021**

Name of the Department/Society: **MarkUs – The Marketing Society**

Name of the Event 8: Webinar-Social Media Marketing

Date of the Event: 28<sup>th</sup> March 2021

**Webinar on social media marketing:** MarkUs in collaboration with Empower Plus presented a knowledge-packed webinar on Social Media Marketing. This engaging webinar saw contagious enthusiasm from over 150 students from various colleges. In today's era, social media marketing is used in a myriad of ways by almost every business organisation to drive website traffic, therefore, this session guided all the attendees about how marketers are using various tactics to increase their brand awareness. It was indeed an enriching experience for all the budding marketers marked by active participation from them.

