



## NAAC ACCREDITED 'A++' GRADE COLLEGE

2022-2023

**Name of the Department/Society: Department of Commerce**

**Name of the Event: Digital Marketing Techniques**

**Date of the Event: 3rd June, 2023**

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

Mr. Rahul Das commenced the workshop by providing a comprehensive Digital marketing encompasses a vast array of techniques and strategies that businesses use to promote their products or services online. In this report, we will explore some key digital marketing techniques that have proven to be effective in today's digital landscape.

**1. Search Engine Optimization (SEO):** SEO is the process of optimizing a website to rank higher in search engine results pages (SERPs). This involves keyword research, on-page optimization, content creation, and backlink building. SEO helps increase organic traffic and visibility.

**2. Content Marketing:** Content is king in the digital marketing world. Creating valuable and relevant content, such as blog posts, videos, infographics, and eBooks, can attract and engage your target audience. Content marketing helps establish authority and build trust.

**3. Social Media Marketing:** Social media platforms like Facebook, Instagram, Twitter, and LinkedIn are powerful tools for reaching and engaging with your audience. Effective social media marketing includes content creation, community management, and paid advertising.

**4. Email Marketing:** Email marketing remains a highly effective technique for nurturing leads and maintaining customer relationships. Personalized email campaigns can drive conversions and generate repeat business.

**5. Pay-Per-Click (PPC) Advertising:** PPC advertising, such as Google Ads, allows businesses to bid on keywords and display ads at the top of search engine results. It's a quick way to drive traffic and conversions, but it requires careful budget management.

**6. Influencer Marketing:** Collaborating with influencers who have a relevant and engaged audience can help promote your products or services. Influencers can create authentic content that resonates with their followers.



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**7.Video Marketing:** Video content is increasingly popular, with platforms like YouTube and TikTok gaining massive audiences. Businesses can leverage video marketing for product demos, tutorials, and storytelling.

**8.Analytics and Data Analysis:** Data-driven decision-making is essential in digital marketing. Tools like Google Analytics provide insights into user behavior, helping businesses refine their strategies.

**9.Conversion Rate Optimization (CRO):** CRO focuses on improving the effectiveness of your website to convert visitors into customers. A/B testing, heatmaps, and user feedback can uncover opportunities for optimization.

**10.Marketing Automation:** Marketing automation tools streamline repetitive tasks, such as email campaigns, lead nurturing, and customer segmentation. They save time and increase efficiency.

Rahul Das kept attendees up-to-date with the Digital marketing techniques encompass a wide range of strategies, from SEO and content marketing to social media, email campaigns, and more. The key to success is selecting the techniques that align with your business goals, understanding your audience, and continually adapting to the ever-evolving digital landscape. Implementing these techniques effectively can help businesses thrive in the competitive online market.

# हंसराज महाविद्यालय

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POSTER:

**HANSRAJ COLLEGE**  
University Of Delhi  
NAAC Grade A++ with CGPA 3.71

**DEPARTMENT OF COMMERCE**  
Presents  
**INTRODUCING A NEW ERA OF  
DIGITAL MARKETING**

Unlock your brand's digital potential with our cutting-edge  
digital marketing seminar.

An Introduction  
by  
**Mr. Rahul Dass**  
Founder Director and  
Senior Trainer at  
Gryffindor Academy

Join On  
**3 June 2023, Saturday**  
1 pm onwards  
New Seminar Room

**Dr. Neera Chopra**  
Coordinator  
Dept. of commerce

**Ms. Renuka Prasad**  
Coordinator  
Dept. of commerce

**Prof. Reetika Jain**  
Teacher in charge  
Dept. of commerce

**Prof. Rama**  
Principal  
Hansraj College



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The list of participants who attended the seminar are as follows:

1	Anjali	27	Lakshmi Ratan
2	Rishita	28	Sanket Kumar
3	Jyesntn Gautam	29	Sanjana
4	Rohan	30	Vidhi Jain
5	Sanskar	31	Tanisha Gupta
6	Santosh Kumar	32	Simran
7	Himanshu	33	Anubhav
8	Mohd Kaif Siddique	34	Sahil gupta
9	Shiksha Gupta	35	Om Anand
10	Nivedita	36	Lavisha Anupam
11	Arshia	37	Pathak
12	Ambika	38	Aryan
13	Mehbis	39	Varun
14	Ishu	40	Manas kumar
15	nischita	41	Aishwarya
16	Sushriti	42	Sujal Kumar
17	Mahima Suri	43	Harsh kumar
18	Tanvi	44	Hriday
19	Apporv Jain	45	Veer
20	Reshav	46	Tejash
21	Saksham	47	Vishal
22	Aditya	48	devashish
23	Priya Yadav	49	Mohd suhail
24	Janisha Sahu	50	Vishal malik
25	Akانشa	51	Ginni
26	Anju		