



KAKATIYA GOVERNMENT COLLEGE, HANUMAKONDA

DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS


Training Programme at SVAPPS, Software Start-up Company



Date: 22-05-2022.

The Department of Computer Science & Applications has taken an initiation to organized Field Trip Programme to gain the knowledge on Real Time Projects for the benefit of student's knowledge to BSc and BCOM Computer students Under the Collaboration with SVapps Soft Solutions Private Limited, Hanumakonda.

The SVAPPS is Software Company is providing Software solutions in Region of Warangal and Hanumakonda since 2016. They are providing services in the area of Web Development, Android App Development and Digital Marketing to 500 above clients belongs to tricities.



KAKATIYA GOVERNMENT COLLEGE

(Affiliated to Kakatiya University, Warangal # Accredited by NAAC with "B+" Grade)
HANUMAKONDA, TELANGANA STATE - 506 001.
website: <https://gdcts.cgg.gov.in/hanamkonda.edu> e-mail: warangal.jkc@gmail.com

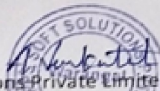
Date: 22-05-2022

COLLABORATION

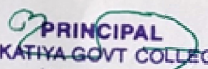
Svapps Soft Solutions Private Limited, Hanumakonda, and Department of Computer Science & Applications, Kakatiya Government College, Hanumakonda have decided to collaborate to enrich the students' Academic Activities.

Through the collaboration, we are agreed upon focusing on the following activities:

- Research, Exchange of Knowledge, Exchange of students and Internships
- Conduct of Workshops/Seminars/Conferences.



Svapps Soft Solutions Private Limited
Adapu Venkatesh
Founder & CEO
Hanumakonda



PRINCIPAL
KAKATIYA GOVT COLLEGE
Hanamkonda.
Principal
Kakatiya Government College
Hanumakonda

They trained our students with Real Time Projects in the area of Digital Marketing. Our students learned different Digital Marketing software tools utilization to implement their ideas in this domain.

Digital Marketing:

Digital Marketing or Internet Marketing is currently the most effective marketing tool to make your brand reach the right target audience. Most of the Business area depended on digital marketing tools to survive, strong marketing tools are needed to encourage growth and ensures that spending valuable time on tedious task.



Our students learned how each and individual medium works in our subsequent posts. We will look at the key tools marketers can use to carry out their digital strategies.

1. Website
2. Social Media Marketing
3. Emailer Marketing
4. Search Engine Optimization (SEO)
5. Search Advertising
6. Mobile Marketing
7. Video Marketing

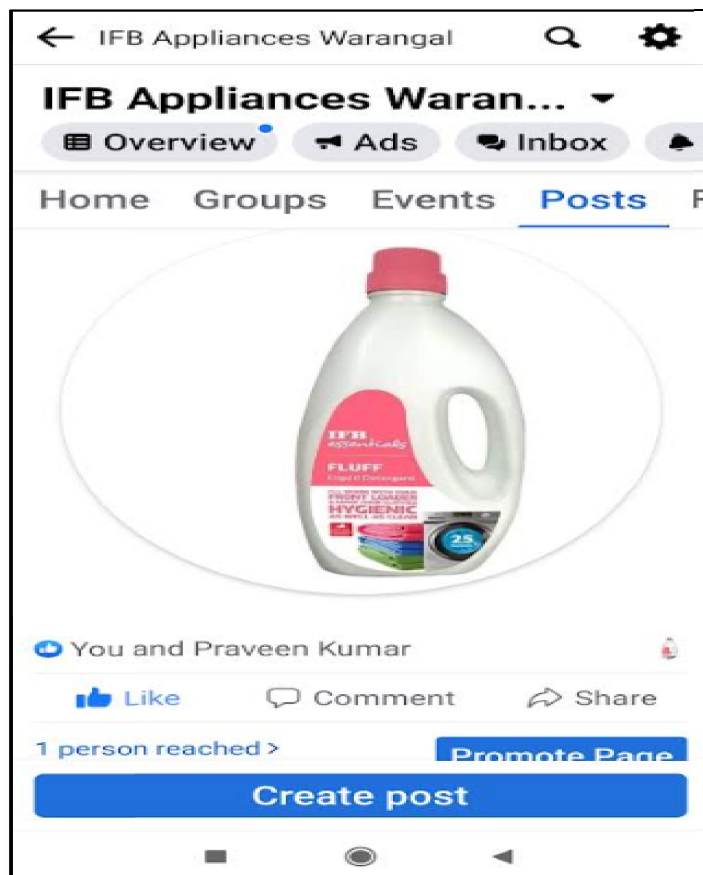
1. Website

A website is essentially a gateway for the brand to its visitors. Today, because of the internet it is very easy for users to search for any brand/product/service they are interested in just a click. A website also marks as an initial introduction for the brand to its visitor. Websites also acts as a huge content sharing platform. Marketers, entrepreneur's, **top website development companies** and

search optimization companies use blog as a medium to promote their product or services. UI and UX form the pillars of Website structures. It is very important for brands to have a seamless UI and UX strategy to engage with its users to so as the user spends more time of the website and initiates a purchase.

2. Social Media Marketing

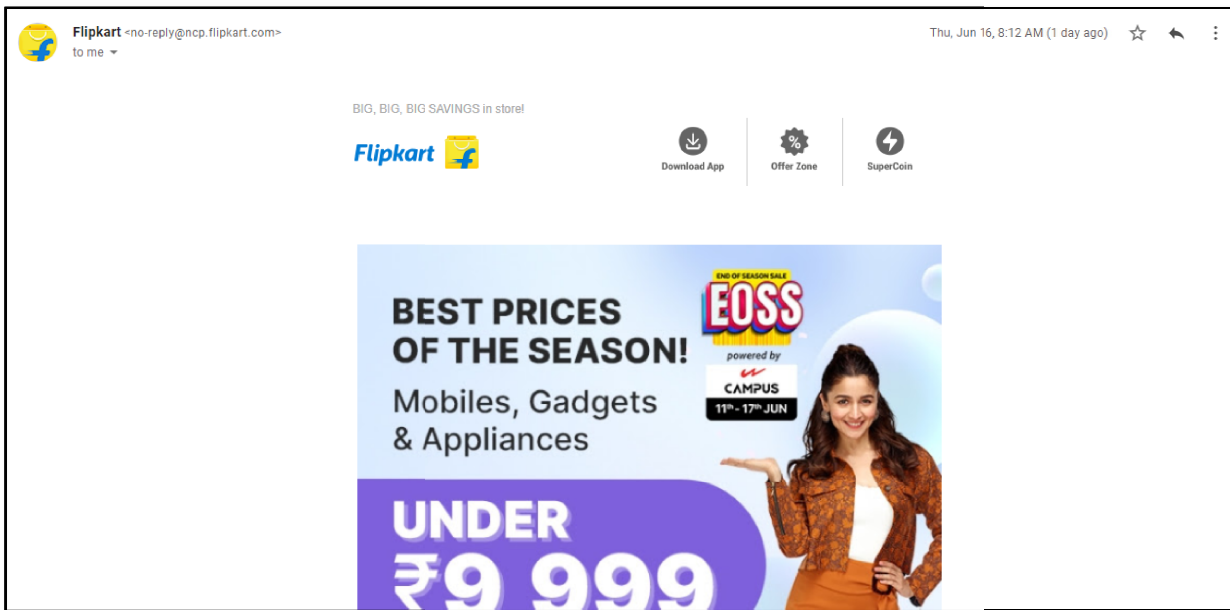
The most commonly used tool on the digital platform is without any second thoughts is **Social Media marketing**. Today in India, almost all the brands have an active presence on at least one of the social media platforms viz a viz: Facebook, Twitter, YouTube, Instagram, Snapchat, LinkedIn, Google + or even WhatsApp to name a few. In a survey conducted by Octane Research, it was found that the **best performing digital marketing** tool was social media updates. It accounted for 40% of the total marketing tools. The reason marketers should choose Social Media and **Social media marketing services** in their digital marketing plan is that it helps increase Brand awareness, driving engagement, increase traffic on landing pages/websites, generates leads, develops fan following, improves search results, which leads in increasing sales results. Social updates also help in increasing business partnership/alliances.



3. Email Marketing

In totality, each and every email sent or received is a part of email marketing. Emails are usually sent to promote business/service, request business, send advertisements, and request to participate. In India, email marketing comprises 56% of the digital marketing activities carried out by the marketers. Although, the downside being, a lot of emails even today go unseen or are marked

as spam. Hence, it is very important to be a credible source to leverage the benefits of email marketing. This is possible over a period of time by building trust, having a customized email for each and every user, offering deals and discounts and creating brand awareness. **Best email marketing companies** know that email marketing is a very great tool to acquire new customers and retain the old ones. **Best email marketing services** also provides marketers a platform to experiment with content, visuals, creatives and multimedia assets that to at very lower costs compared to print or television. It also benefits marketers to calculate effective ROI even for a single email sent.



4. SEO

SEO stands for **Search Engine Optimization**. SEO is the process, through which brands can increase their websites visibility, visitors and creating awareness on the search engines. The results are achieved are commonly referred as completely organic/unpaid. In layman's term, SEO means analyzing users behavior on search engines and leveraging that to the benefits of the brands. SEO targets components when interacting with the search engines, for e.g.: image search, video search, and content search et al. SEO also target industry specific keywords in search engines, exact specific keywords and search engines preferred by the consumers. To make SEO work, brands and adwords management agencies spend a lot of time optimizing their websites in order to get better search results. However, SEO is an amalgamation of optimized websites and user-friendly architecture. These both go hand in hand.

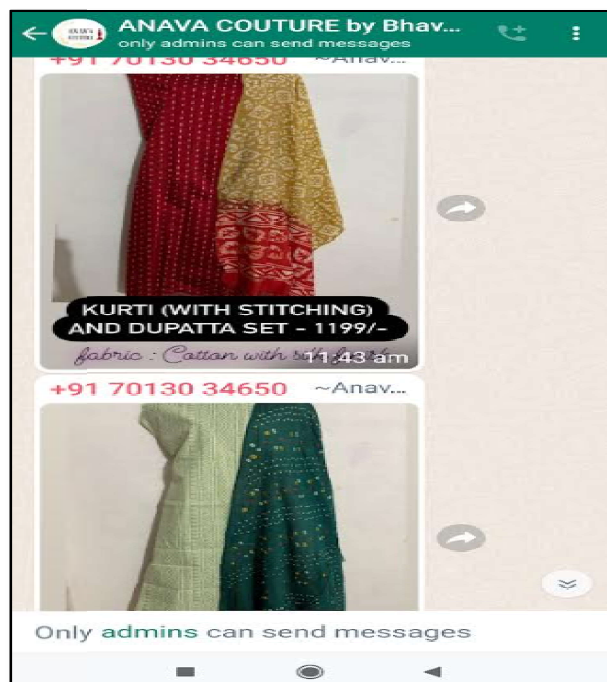
5. Search Advertising

Search advertising as the term suggests is a method of putting up online advertising using search engine channels like Google, Yahoo, and Bing. Through search advertising, brands can choose to advertise on the search portals or other content publishing websites in the search engines network. Search advertising mainly works with 'Keywords'. Search engine portals keep a tab on the most popular and exact keywords users search on the portal. In turn, when a marketer looks for placement ideas and keyword groups, the search engines help them choose the most popular keywords for maximum brand exposure. Generally, before making any purchase decision, users

tend to compare the product/service on a search engine to have a better deal. **Google adwords marketing agency** makes sure that search engine is a valuable tool from a brands point of view as the search engines offer tailor-made target group based on the searches the users have made. Search engine marketing involves display advertising, text-based advertising and remarketing. Text-based ads are the ones which are simple as it involves mostly texts.

6. Mobile Marketing

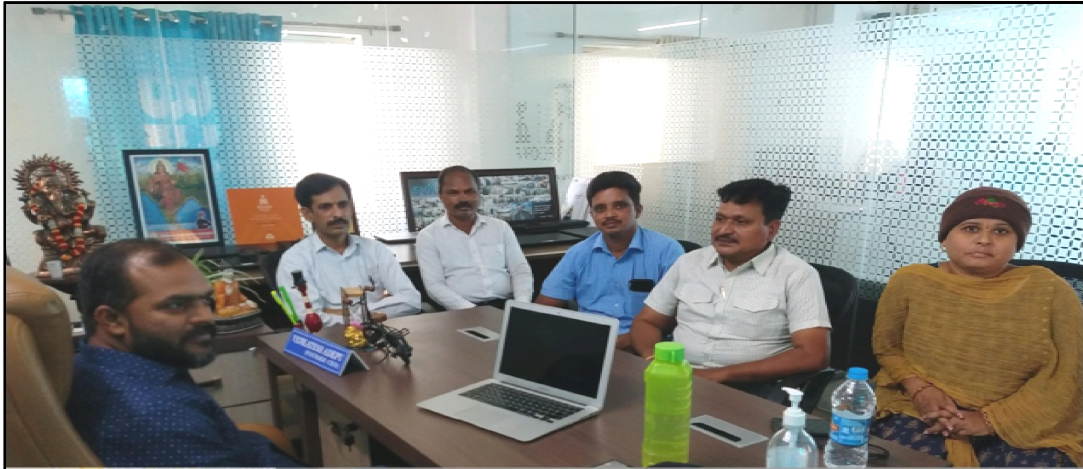
Mobile marketing is the most recent form of marketing through mobile. With ample of mobile data available and user dependability on their mobile phones, it has opened multiple channels for brands to connect with its target users. Mobile marketing is an extended form of the above-mentioned tools. It takes place over the mobile phone with additional modes of marketing. The technique includes SMS campaigns, in-app purchases, click to download ads, click to call ads and push notifications. Although this tool of marketing is very much in demands, there are still certain limitations when it comes to device compatibility. For e.g.: iOS platform doesn't support flash and media-rich banners as there is less scope of animation on mobile phones.



7. Video Advertising

Video advertising in the digital scenario is an online advertisement with video in its format. It comes in multiple formats like pre-roll, mid-roll, post-roll. These ads are smartly placed in between videos on YouTube, Facebook and many video sharing sites. Video advertisements are used to increase audience engagement with high impact videos. Digital videos are generally more than 2-3 minutes long as opposed to a television commercial which is approximately a 30 seconder. With half the cost and more than double the running time, digital videos have a higher engagement rate and wider reach than the traditional TVC. Hence, even if a brand today plans for a TVC, they make it a point to have a digital version of the same.

PHOTOS

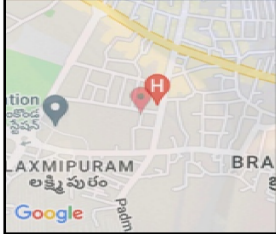


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Hanamkonda
Telangana
India

36°C
97°F

2022-05-22(Sun) 10:46



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Hanamkonda
Telangana
India

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ATTENDANCE



KAKATIYA GOVERNMENT COLLEGE, HANUMAKONDA
DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS
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Participated Employee Name : G. Sushmitha.
 Signature :



| S.No. | Hall Ticket Number | Name of the student | Signature |
|-------|--------------------|---------------------|-----------|
| 01 | 006204213 | Md. Ashraf | |
| 02 | 006-20-4259 | B. Raviteja | |
| 03 | 006204282 | V. Tharun | |
| 04 | 006204207 | M. Prashanth kiran | |
| 05 | 006224414 | Ch. Arun Jyothi | |
| 06 | 006224411 | B. Bindhu | |
| 07 | 006204339 | D. srilakshmi | |
| 08 | 006204268 | S. Jagan Kumar | |
| 09 | 006222214 | MD. Thayyab Khan | |
| 10 | 006222220 | M. Naitish | |
| 11 | 006222225 | M. Sarthak | |

Saitth Incharge
 Dept. of Computer Science
 Kakatiya Government College
 Hanumakonda, Warangal.

FEED BACK


KAKATIYA GOVERNMENT COLLEGE
HANAMKONDA, DIST. WARRANGAL (Urban)

DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS

FEEDBACK FORM

FIELD TRIP ON "**DIGITAL MARKETING**"

Date: 22-05-2022

Please fill the short questionnaire to make the course better.

- 1) Were objectives of the Field Trip clear to you? Y / N
- 2) The contents met with your expectations
1. Strongly disagree 2. Average 3. Good 4. Strongly agree 3
- 3) The lecture sequence was well planned
1. Strongly disagree 2. Average 3. Good 4. Strongly agree 3
- 4) The contents were illustrated properly
1. Strongly disagree 2. Average 3. Good 4. Strongly agree 2
- 5) Have they introduced new tools and practices
1. Strongly disagree 2. Average 3. Good 4. Strongly agree 4
- 6) Over all experience
1. Strongly disagree 2. Average 3. Good 4. Strongly agree 3

KAKATIYA GOVERNMENT COLLEGE

HANAMKONDA, DIST. ANAPURANGAL (Urban)

DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS

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1. Strongly disagree 2. Average 3. Good 4. Strongly agree
- 3) The lecture sequence was well planned 4
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- 5) Have they introduced new tools and practices 3
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- 6) Over all experience 4
1. Strongly disagree 2. Average 3. Good 4. Strongly agree



KAKATIYA GOVERNMENT COLLEGE

HANAMKONDA, DIST. WARRANGAL (Urban)

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Conclusion:

On behalf of Department of computer science and Applications , Kakatiya Government College, Hanumakonda , I thank to team of SVAPPS, Hanumakonda for giving this opportunity to our students to involve in their project works. Our students were leaned to many things and gained knowledge pertaining to IT field. That helped us a lot.



Incharge
Dept. of Computer Science
Kakatiya Government College
Hanamkonda, Warangal.