

## A One day Workshop on Digital Marketing

### About the College

S.R & B.G.N.R Government Arts and Science College was established in 1956 to cater the Educational needs of the Rural and Backward areas in and around Khammam town. Since Khammam is semi-urban area and is located aimed a commercially and industrially potential area, the college felt the need for introducing novel and Job Oriented Restructured courses to attend the demand of the day and the society.



### About the Departments

S.R & B.G.N.R Government Arts and Science College, Khammam has introduced the Computer Course in the year 1997 with B.Sc Mathematics, Physics and Computer Science combination. In the immediately successive year, i.e,(1998-1999) computer course with B.A and B.Com classes also was introduced. Since then there has been a steady and evident development of the department . Currently the Courses are B.Sc (Phy. Sci.) as MPCS, MCCS, MSCS, MECS, B.Com (CA), B.A(CA) and B.Sc (Life Sci. with CA) & with new course B.Sc Data Science.

### About the Workshop

“ Digital Marketing ” Workshop will be held at SR & BGNR GOVT. ARTS & SCIENCE COLLEGE(Autonomous), Khammam, Telangana India, on 25, February 2021. The aim of the workshop Digital Marketing is to provide the skills mechanism to the students for learning marketing approach that primarily relies on the internet to connect with the target audience through various digital media channels and platforms. The workshop is to meet new challenges, collect new ideas and exhibit it as a practice during the session.



### ONE DAY WORKSHOP

On

“ **DIGITAL MARKETING** ”

On

**25<sup>th</sup> FEBRUARY, 2021**

Organized By

**DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS**

**SR & BGNR GOVT. ARTS & SCIENCE COLLEGE**

**AUTONOMOUS**

**KHAMMAM**

Under

**STUDENT DEVELOPMENT PROGRAM**

(To cultivate Student Learning and development by supporting Students in their Academic, Personal and Social Growth)

### Resource Person

**V. Pulla Rao, M.C.A**

**DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS**

**SR & BGNR GOVT. ARTS & SCIENCE COLLEGE(A), KHAMMAM**

### VENUE

Room No: 233, COMPUTER LAB2





## SR & BGNR GOVT. ARTS & SCIENCE COLLEGE(A), Khammam

Department of Computer Science & Applications is organizing the following event.

**Name of the Event: Workshop**

**Date 25-02-21**

**Venue: Computer Lab**

**Topic: Workshop on Digital Marketing**

### Content Covered:

#### *Digital Marketing*

*Digital marketing is defined as a marketing approach that primarily relies on the internet to connect with the target audience through various digital media channels and platforms. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life,<sup>[4]</sup> and as people increasingly use digital devices instead of visiting physical shops.*

Apart from traditional marketing channels, such as television, newspapers, billboards, and so on, marketers use these digital channels to guide prospects through their purchase journey and keep in touch with their existing customers.

#### **Types of Digital Marketing Channels**

The most important types of digital marketing channels:

1. Website
2. Content Marketing
3. Social Media Marketing
4. Pay Per Click(PPC) and Search Engine Marketing(SEM)
5. Email Marketing

6. Marketing Automation
7. Inbound Marketing
8. Affiliate Marketing



### **1. Website**

The website is often the home to your digital marketing efforts. Brands and organizations use websites to host content while using other mediums to distribute it. Most of your digital marketing activities will link back to your website, where an action is expected to take place, and the conversions are tracked.

### **2. Content Marketing**

Content creation is the spine of your entire digital marketing strategy. Some of the most common formats of content include text (blog posts), videos, images, info graphics, podcasts, slide decks, and ebooks.

### **3. Social Media Marketing**

Social media marketing ensure you are present on the platforms your users are spending the most time on. These include Facebook, Twitter, LinkedIn, Snapchat, and Instagram, where you can distribute content through both – organic and paid channels. Social media has also played a vital role in propagating video marketing and the ephemeral content wave.

### **4. Pay Per Click(PPC) and Search Engine Marketing(SEM)**

Digital advertising is an umbrella term for various online advertising strategies. The typical pricing/bidding strategies for digital advertising are Pay-Per-Click (PPC) and cost-per-mille (CPM), i.e., per thousand impressions. Common formats of digital advertising are search engine marketing (SEM), display advertising, native advertising, social media advertising, and programmatic advertising.

### **5. Email Marketing**

Email marketing is the process of maintaining a database of cold and warm contacts and sending them email alerts about your brand, products and services. Email marketing is useful to build your subscriber base, onboard new customers, retain existing ones, promote discounts and offers, and distribute content.

## **6. Marketing Automation**

Marketing automation uses software to automate monotonous marketing work. Marketing departments can automate repetitive tasks such as email marketing, social media posting, and even ad campaigns - not just for the sake of efficiency, but also to provide a more personalized experience for their customers.

## **7. Inbound Marketing**

Inbound marketing is a methodology based on attracting your target customers by accompanying them during the entire process from the time they first come into contact with your brand until they become loyal customers.

## **8. Affiliate Marketing**

The concept of affiliate marketing is similar to commission-based sales. Organizations provide custom links to their affiliates. Affiliates earn a specific cut/commission every time someone buys through their custom link. Influence marketing could be considered a modern and evolved spin-off of affiliate marketing.

Few more types in Digital Marketing

### **Mobile Marketing**

The number of smart phone users across the world is expected to grow to 3.5 billion in 2020. To bank on this opportunity, brands connect with their users on their smart phones through mobile apps, emails, mobile-friendly websites, and social media. By connecting with users on the go, brands have been able to optimize their marketing strategies and send timely messages.

### **Web Analytics**

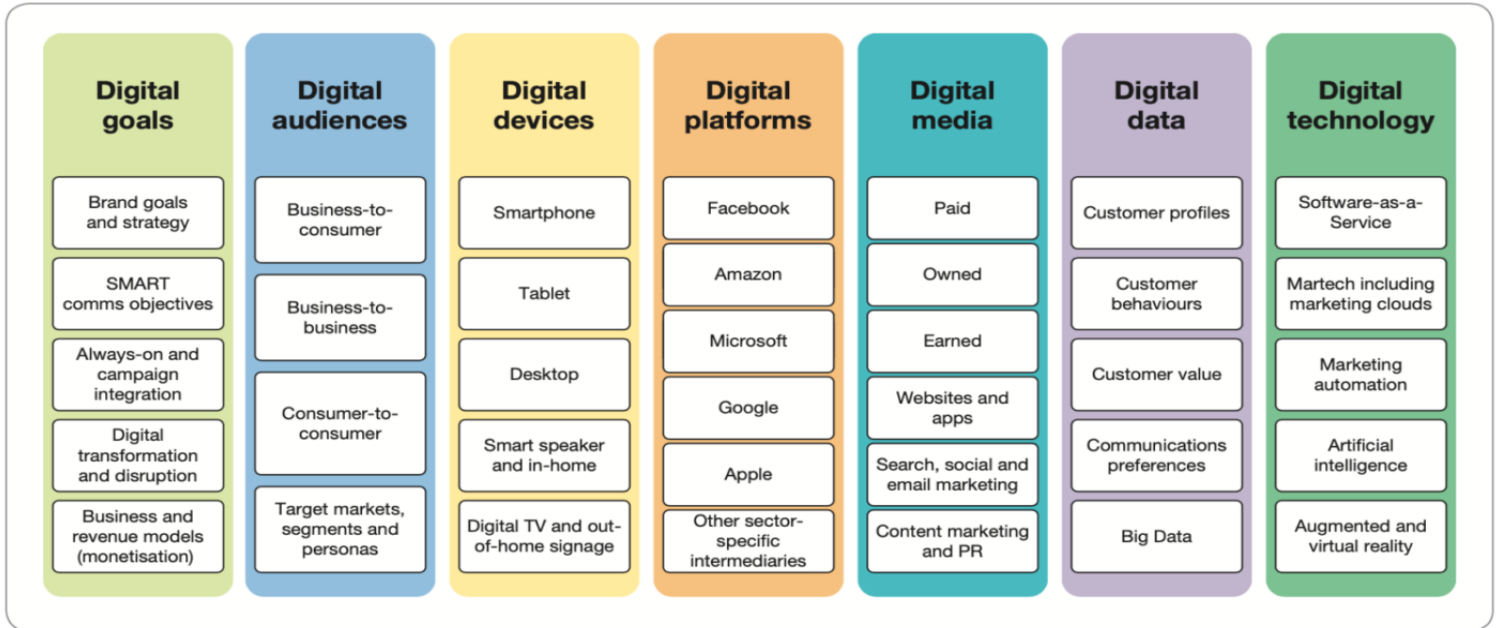
Web analytics is the practice of collecting, measuring, analyzing, and reporting data. This is commonly tracked through Google Analytics, but websites could also build their analytical tools. Web analytics helps marketers understand the sources of traffic, what's working and what's not, the return on investments (ROI), and how they can enhance their digital marketing efforts.

### **Search Engine Optimization (SEO)**

SEO acts as a jetpack for your content marketing efforts. SEO consists of on-page and off-page activities to boost your website's visibility in search engine result pages (SERPs) for your preferred keywords. Earlier, SEO was primarily text-based, but in recent years

voice search has gained prominence as well, which is why your SEO activities need to have a conversational approach.

The 7Ds or pillars supporting effective digital marketing









**Participants list**

SR & BGNR GOVT. ARTS & SCIENCE DEGREE COLLEGE (A), KHAMMAM

Department of Computer Science & Applications

Workshop on Digital Marketing

B.COM II & III YEAR

SNo.	HTNo	Student Name	Signature
1	2620-2601	ADHI VISHWA TEJA	Vishwa Teja
2	2620-2602	AJMEERA VEERANNA	A. Veeranna.
3	2620-2603	AKARAPU DIVYA	A. Divya
4	2620-2604	AKARAPU SIDDU	Siddu.
5	2620-2605	ALUVALA SATHISH	Sathish
6	2620-2606	AMBALA SRAVAN KUMAR	Sraavan
7	2620-2607	AMGOTH MANGILAL	A. Mangilal.
8	2620-2608	APAKA VISHAK	A. Vishak
9	2620-2609	APAKA VISHNU	A. Vishnu
10	2620-2610	ARPULA CHARAN	A. Charan.
11	2620-2611	AZMEERA KIRAN	Kiran
12	2620-2612	BACHALAKURI RAJA	B. Raja
13	2620-2613	BALANTHU RAKESH	Rakesh
14	2620-2614	BANALA THARUNKUMAR	Tharun Kumar.
15	2620-2615	BANAVATHU PACHA NAYAK	Nayak
16	2620-2616	BANDELA SURESH	B. Suresh
17	2620-2617	BANDHA GOPI	Gopi
18	2620-2618	BANOTH ASHOK KUMAR	Ashok Kumar
19	2620-2619	BANOTH DILEEP	B. Dileep.
20	2620-2620	BANOTH GANESH	Ganesh
21	2620-2621	BANOTH NAVEEN	B. Naveen
22	2620-2622	BANOTH PAVAN KALYAN	P. Kalyan.
23	2620-2623	BANOTH PAVANKALYAN	B. Pavankalyan.
24	2620-2624	BANOTH RAMSINGH	Ramsingh





25	2620-2625	BANOTH RAVIKUMAR	Ravi
26	2620-2626	BANOTH SANTHOSH KUMAR	B. Santhosh Kumar
27	2620-2627	BANDTH SARUNA	Saruna
28	2620-2628	BANOTH SRINIVAS	Srinu
29	2620-2629	BANOTH SRINIVAS	B. Srinivas
30	2620-2630	BANOTH THARUN	Tharun
31	2620-2631	BANOTH VEERESH	Veeras
32	2620-2632	BARAPATI PAVAN KUMAR	B. P. Kumar
33	2619-2802	ALTHI NAGA VAMSI KRISHNA	Alitha
34	2619-2808	BANOTH PRASHANTH	Prasanth
35	2619-2810	BANOTH BALAJI	B. Balaji
36	2619-2814	BHAKKATHALA SATHEESH	Satheesh
37	2619-2821	CHAKKALI VENKATESWARA RAO	C. V. Rao
38	2619-2824	CHENNABOINA SWAPNA	S. Swapna
39	2619-2826	DAPUKU ARUN KUMAR	Arun
40	2619-2831	GUGULOTH VINOD	Vinod
41	2619-2833	GUNTI SUNIL	G. Sunil
42	2619-2836	JAGADABI CHANDRA SHEKAR RAJU	Raju

*[Handwritten Signature]*

Dept. of Computers  
S.R.&B.G.N.R. Govt. College  
(Autonomous)  
KHAMMAM.

**Feedback Form:**



## SR & BGNR GOVT. ARTS & SCIENCE COLLEGE(A), KHAMMAM

### Workshop Evaluation Form

Title of the Workshop: Digital Marketing

Date: 25-02-2021

In order to continue to improve the quality of educational programming, the Department of Computer Science & Applications, would appreciate you taking few minutes of your time to complete this evaluation. Your comments and suggestions will help us to plan future lectures to meet your educational needs.

1. The workshop organization was [4]  
1. Poor      2. Good      3. Fair      4. Excellent
2. The workshop instructor was [4]  
1. Poor      2. Good      3. Fair      4. Excellent
3. The workshop presentation methods were [4]  
1. Poor      2. Good      3. Fair      4. Excellent
4. The workshop activities were [3]  
1. Poor      2. Good      3. Fair      4. Excellent
5. The workshop topic coverage and relevance was [4]  
1. Poor      2. Good      3. Fair      4. Excellent
6. How would you rate the usefulness of the content was [4]  
1. Poor      2. Good      3. Fair      4. Excellent
7. How would you rate the hand-on activities [4]  
1. Poor      2. Good      3. Fair      4. Excellent
8. How would you rate the presenter's knowledge in the subject [4]  
1. Poor      2. Good      3. Fair      4. Excellent
9. The workshop overall content was [4]  
1. Poor      2. Good      3. Fair      4. Excellent
10. What is your overall assessment of the event [4]  
1. Poor      2. Good      3. Fair      4. Excellent



## Certificate

