

# Report on Workshop Training

**Course Name:** Digital Marketing

**Event Date(s):** 23-24 May, 2020 - 2 Days

**Time:** 12:PM-06:00PM (6 hrs/day)

**Organizer:** EduLakes Solution LLP Association with Tirutsava IIT Tirupati

**Venue:** Online Event

**Attended by:** Amandeep Singh, Lab Supdt (IT) GNDEC, Ludhiana

## Course Content :

- Introduction To Digital Marketing.
- Important And Use Of Digital Marketing.
- PPC Advertising With Google Adwords
- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimizing Display Campaign
- Creating Facebook Advertising Campaign
- Build Google Ad Campaign
- Re-marketing Google Adwords
- Social Media Marketing



**EduLakes** in association with Tirutsava IIT Tirupati is organize **2 Days Instructor Led Live online Digital Marketing Training on 23-24 May, 2020.**

**Introduction:** Now day's people are always online and most of services are also online. Everything is getting digitalized. Digital Marketing (DM) is an umbrella term for marketing of products or services using digital techniques including mobile phones, internet, display advertising and any other digital medium.

**Benefits of Digital Marketing (DM):** Target Right Audience, Economical, Time & Effort Saving, Instant Feedback, Real Time Analysis, and Flexibility, Impactful.

**Objective:** Reach the Right Audience, Engage your Audience and Maximize Return on Investment (ROI) . DM consists of Branding, Email Marketing, Social Media Marketing (SMM), Search Engine Optimization (SEO) and Blogging.

**SEO** - Search Engine Optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine (Google/Bing/Yahoo). SEO refers to the improvement of unpaid results and excludes direct traffic.

**Google Ads** :-Google Ads is Google's online advertising program. we can create online ads to reach people exactly when they're interested in the products and services that you offer. Google AdWords allows us to focus on people who are searching for what we have to offer

**Social Media Marketing (SMM)**: Right now we are doing our advertisement on Facebook, Instagram and Twitter. In addition we can increase our presence on other platforms like Quora, Linkdin, Medium, Youtube channel.

After attending the online training it enhance the knowledge about Digital Marketing and pick up skill on its tools like Search Engine Marketing, Social Media Marketing, Google Adwords, Facebook Marketing etc with Live projects and demos

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Mr. Amandeep Singh Bhathal