



# Shri Mahaveer College

(Affiliated to the University of Rajasthan)  
A Co-educational English Medium PG College



# Shri Mahaveer College

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## Two Day Workshop

on

## DIGITAL MARKETING

E Certificates will be provided after the completion of the course

Career Options  
Digital Marketer, Content Marketer,  
Social Media Marketer, SEO Specialist,  
Content Writer, Website Developer,  
and more.

Date: 28th- 29th, September 2022

## WORKSHOP ON "DIGITAL MARKETING: THE NEED OF THE HOUR"

We invite you to take part in our  
guest lecturer series of Digital  
Marketing where you will have hands  
on practical experience of how to use  
internet to grow your business.

by  
Digital Marketing Consultant  
Riya Jain



What is Digital Marketing?  
Branding  
Website Development  
Search Engine Optimization (SEO)  
Social Media Marketing (Instagram,  
Facebook, Pinterest, LinkedIn )  
Graphic Designing  
Content Marketing  
Content Writing

### About: Digital Marketing

Digital marketing is the practice of promoting products or services using digital channels such as search engines, social media, email, and websites. It allows businesses to reach a broader audience more cost-effectively than traditional marketing methods. Key components include search engine optimization (SEO), content marketing, social media marketing, pay-per-click advertising, and email marketing. Digital marketing enables businesses to engage with their audience in real-time, personalize their messaging, and track the effectiveness of their campaigns through analytics. This approach not only helps in building brand awareness but also in driving conversions and fostering customer loyalty. With the right strategies, digital marketing can significantly enhance a company's online presence and overall success

### Schedule-2-Day Workshop on Digital Marketing

Day 1: Topics	Day 2: Topics
Digital Marketing-Fundamental and Tools	Fundamental -Content Creation
Digital Marketing Strategy	Content Marketing Basics ((blogs, videos, info graphics, etc.)
SEO and SEM	Strategy and Analytics
Social Media Marketing	Best practices for email marketing

Neelima  
IQAC  
Co-ordinator  
Shri Mahaveer College



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SHRI MAHAVEER COLLEGE  
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## A Report on "Digital Marketing Workshop"

**NAME OF ACTIVITY:** Digital Marketing

**DATE & DURATION:** 28<sup>th</sup>- 29<sup>th</sup> September 2022

**TYPE OF ACTIVITY:** Workshop

**ORGANIZER(S):** Shri Mahaveer College, Jaipur.

### **EXPECTED OUTCOMES:**

**CO1:** Student will be able to know the concept of digital marketing and its real-world iterations.

**CO2:** Student will be able to articulate innovative insights of digital marketing enabling a competitive edge.

**CO3:** Students will be able to know how to create and run digital media based campaigns.

### **2-Day Workshop on Digital Marketing**

Day 1: Topics	Day 2: Topics
Digital Marketing- Fundamental and Tools	Fundamental -Content Creation
Digital Marketing Strategy	Content Marketing Basics (blogs, videos, info-graphics, etc.)
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Social Media Marketing	Best practices for email marketing

### **MAPPINGS WITH PO & PSO: Mapping Levels: 1- Low, 2- Moderate, 3-Strong**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	3	-	-	-	-	-	-	-	2	3	2
CO2	-	2	-	-	-	-	-	-	3	-	-	-	3	3	2
CO3	-	-	-	-	-	-	-	-	-	-	-	3	2	3	2

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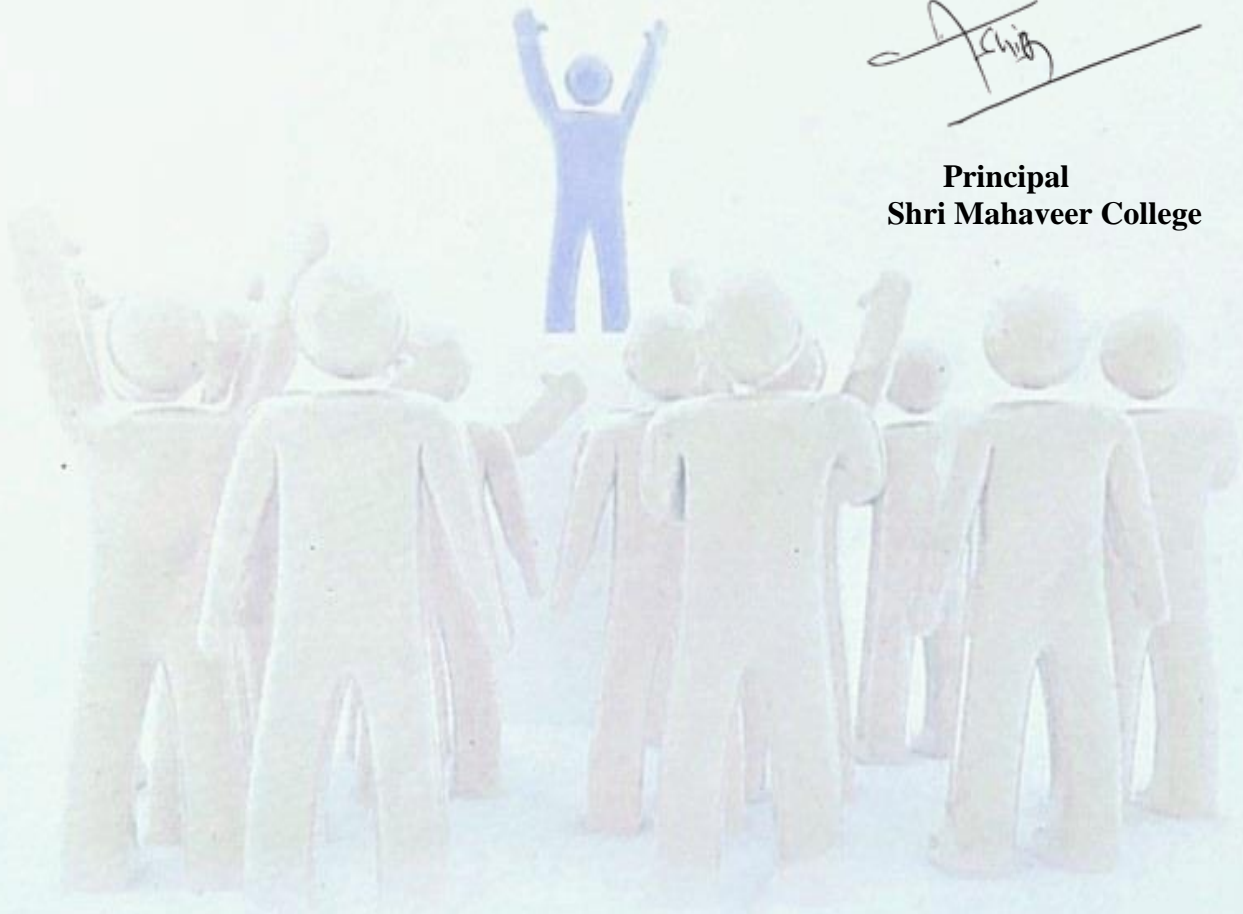
## NOTICE

Date: 21/09/2022

We are pleased to announce through this notice that a two day workshop entitled “**Digital Marketing**” will be organized on 28<sup>th</sup> & 29<sup>th</sup> September 2022. Participants are required to register themselves. Certificate will be issued to the registered participants.



Principal  
Shri Mahaveer College



*Neelima*  
IQAC  
Co-ordinator  
Shri Mahaveer College



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FLYER/POSTER:



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## Two Day Workshop on

**D I G I T A L  
M A R K E T I N G**

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after the completion of the course

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Digital Marketer, Content Marketer,  
Social Media Marketer, SEO Specialist,  
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and more.

**Date:** 28th- 29th, September 2022

## WORKSHOP ON “DIGITAL MARKETING: THE NEED OF THE HOUR”

*We invite you to take part in our  
guest lecturer series of Digital  
Marketing where you will have hands  
on practical experience of how to use  
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*by  
Digital Marketing Consultant  
Riya Jain*



**What is Digital Marketing?**  
Branding  
Website Development  
Search Engine Optimization (SEO)  
Social Media Marketing (Instagram,  
Facebook, Pinterest, LinkedIn )  
Graphic Designing  
Content Marketing  
Content Writing

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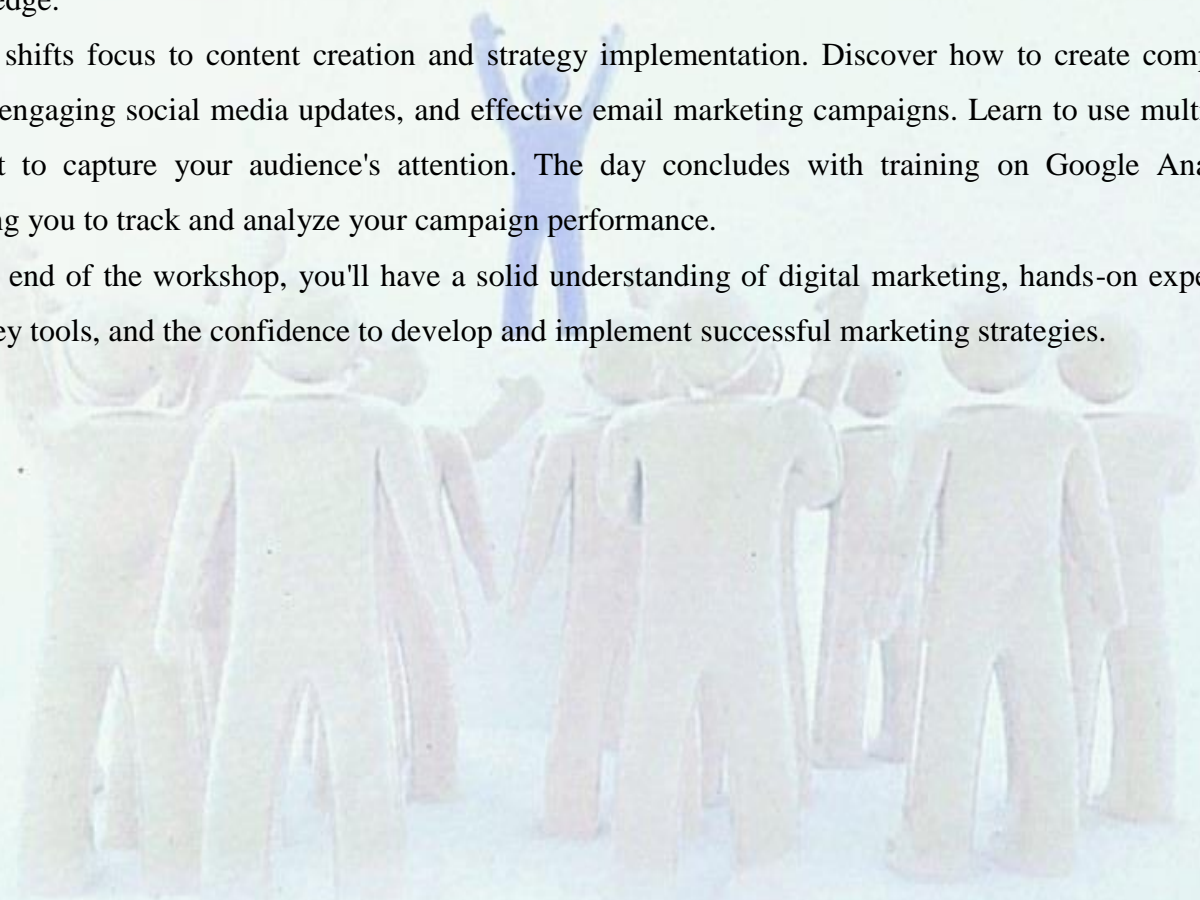
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**ABSTRACT OF THE SESSION:** SMC organized 'Digital Marketing Workshop' on 28<sup>th</sup>- 29<sup>th</sup>, September 2022 by Riya Jain, Digital Marketing Consultant. The main objective of this workshop is to enhance your digital marketing skills with our intensive 2-Day Digital Marketing Workshop, perfect for marketers and business owners aiming to boost their online presence.

Day 1 introduces you to the core principles of digital marketing, including SEO, SEM, social media, and content marketing, complemented by practical sessions with tools like Google Ads and social media management platforms. You'll learn to set up and optimize campaigns, ensuring a strong foundational knowledge.

Day 2 shifts focus to content creation and strategy implementation. Discover how to create compelling blogs, engaging social media updates, and effective email marketing campaigns. Learn to use multimedia content to capture your audience's attention. The day concludes with training on Google Analytics, teaching you to track and analyze your campaign performance.

By the end of the workshop, you'll have a solid understanding of digital marketing, hands-on experience with key tools, and the confidence to develop and implement successful marketing strategies.



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Co-ordinator  
Shri Mahaveer College



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## GLIMPSES:



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## LIST OF PARTICIPANTS:

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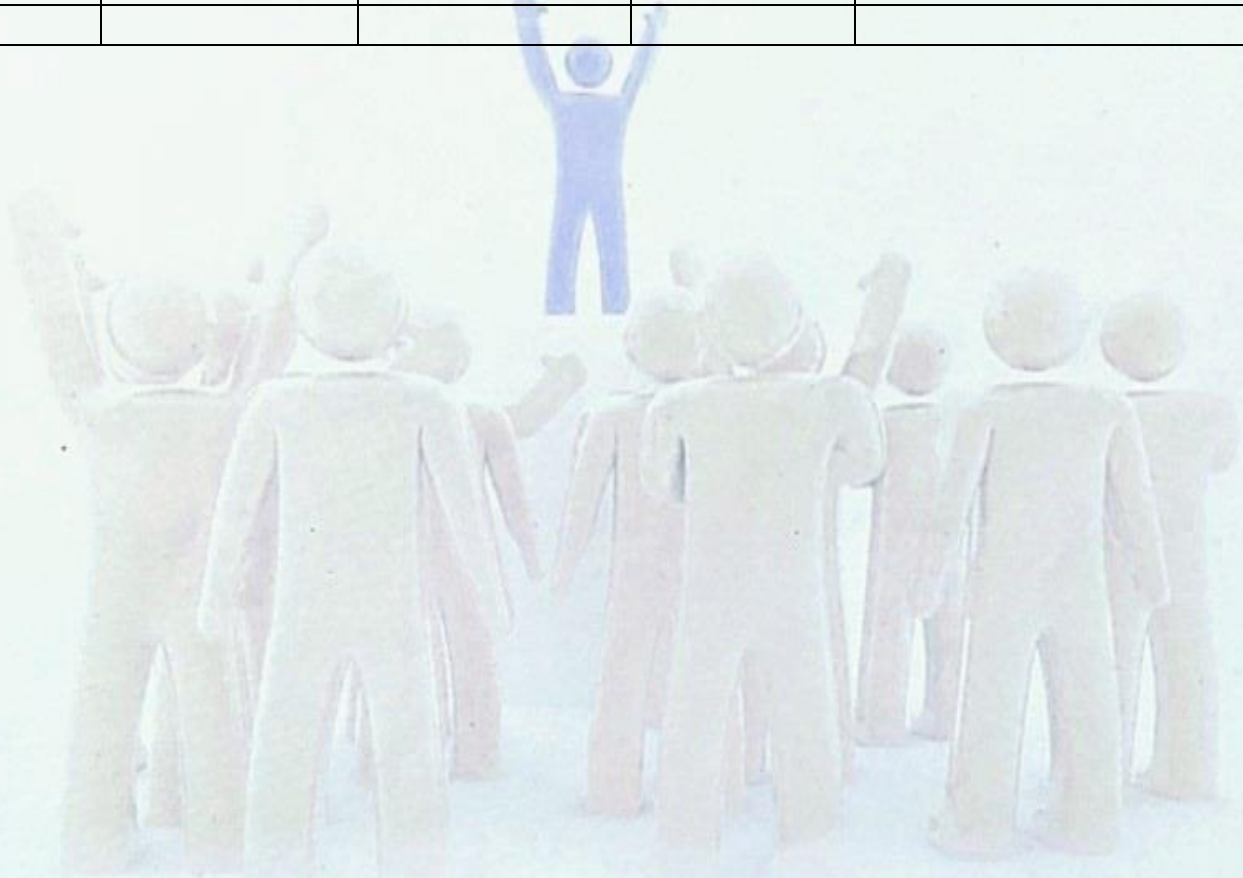


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47	Krishna Soni	SMC22CM047	BBA III	<a href="mailto:krishnarundwal@gmail.com">krishnarundwal@gmail.com</a>



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## ATTENDANCE SHEET:

S. No.	Name	College Name	Signature
1	Aditya Kumar	Shri Mahaveer College	Aditya
2	AkshatSoni	Shri Mahaveer College	Akshat
3	Akshay Jain	Shri Mahaveer College	Akshay
4	AkshuJangid	Shri Mahaveer College	Akshu
5	AnanyaKhurana	Shri Mahaveer College	Ananya
6	Anmol Singh Chouhan	Shri Mahaveer College	Anmol
7	Anna Sharma	Shri Mahaveer College	Anna
8	Apeksha Agarwal	Shri Mahaveer College	Apeksha
9	ApoorvKalla	Shri Mahaveer College	Apoorv
10	Aryan Sain	Shri Mahaveer College	Aryan
11	Aryan Sharma	Shri Mahaveer College	Aryan
12	Ashpreet Singh	Shri Mahaveer College	Ashpreet
13	AshutoshPareek	Shri Mahaveer College	Ashutosh
14	Ayush Patel	Shri Mahaveer College	Ayush
15	Bilal Qureshi	Shri Mahaveer College	Bilal
16	Charandeep Singh	Shri Mahaveer College	Charandeep
17	ChinmaySogani	Shri Mahaveer College	Chinmay
18	Chirag Gupta	Shri Mahaveer College	Chirag
19	DeeptikRajoria	Shri Mahaveer College	Deeptik
20	Dev Kapoor	Shri Mahaveer College	Dev
21	Dev Madhogaria	Shri Mahaveer College	Dev
22	DevanshGulyani	Shri Mahaveer College	Devansh
23	Divyansh Sharma	Shri Mahaveer College	Divyansh
24	Divyanshi Sharma	Shri Mahaveer College	Divyanshi
25	Farhan Khan	Shri Mahaveer College	Farhan
26	Ganesh Sharma	Shri Mahaveer College	Ganesh
27	GautamBihani	Shri Mahaveer College	Gautam
28	GautamJaipuria	Shri Mahaveer College	Gautam
29	Harsh Kushwaha	Shri Mahaveer College	Harsh
30	Harsh Pareek	Shri Mahaveer College	Harsh Pareek
31	Harsh Sharma	Shri Mahaveer College	Harsh Sharma
32	Harshita Bansal	Shri Mahaveer College	Harshita
33	Hemangi Sharma	Shri Mahaveer College	Hemangi
34	Hemant Sharma	Shri Mahaveer College	Hemant
35	Himanshi Agarwal	Shri Mahaveer College	Himanshi
36	HimanshuJhamtani	Shri Mahaveer College	Himanshu
37	Ishu Agarwal	Shri Mahaveer College	Ishu
38	Jai Sharma	Shri Mahaveer College	Jai
39	JatinBathija	Shri Mahaveer College	Jatin
40	Kanika Gaur	Shri Mahaveer College	Kanika
41	Kashish Suresh Khanchandani	Shri Mahaveer College	Kashish
42	Kashvi Jain	Shri Mahaveer College	Kashvi
43	KeshavKumawat	Shri Mahaveer College	Keshav
44	KhushiKhandelwal	Shri Mahaveer College	Khushi
45	KirtiKhandal	Shri Mahaveer College	Kirti
46	KirtiKhandelwal	Shri Mahaveer College	Kirti Khandelwal
47	Krishna Soni	Shri Mahaveer College	Krishna

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## FEEDBACK ANALYSIS:

WORKSHOP FEEDBACK ANALYSIS								
Sr.no	Attributes	Total Feed Back	Total Feed Back- 47					Remark
			>80% Objective Achieved, 60 to 79 %- Satisfactory, Below 60%, Need improvement					
1	Do you think workshop was useful for you?	47	Yes	No	Partial	---	---	Objective Achieved (86.67%)
			45	0	2	0	0	
			86.67	0.00	13.33	0.00	0.00	
2	Did you receive all the information about Digital Marketing?	47	Yes	No	Partial	---	---	Objective Achieved (93.33%)
			46	0	1	0	0	
			93.33	0.00	6.67	0.00	0.00	
3	Did you find the interactive activities engaging and helpful in Digital Marketing?	47	Yes	No	Partial	---	---	Objective Achieved - Outstanding & Excellent (100%)
			47	0	0	0	0	
			100	0	0	0.00	0	
4	Do you feel more confident in practicing Digital Marketing after attending the workshop?	47	Yes	No	Partial	---	---	Objective Achieved (100%)
			47	0	0	0	0	
			100	0	0	0	0	
5	How satisfied were you with the overall workshop experience?	47	Outstanding	Excellent	Good	Average	Satisfactory	Objective Achieved - Outstanding (86.67%)
			45	1	1	0	0	
			86.67	6.66	6.67	0	0	

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*Arshita*  
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SAMPLE CERTIFICATE:



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Present this

### CERTIFICATE OF PARTICIPATION

to

This is to certify that Aditya Kumar of Shri Mahaveer College has successfully completed the 2 days' workshop on Digital Marketing held from 28th- 29th, September 2022 during this workshop. He / She demonstrated a strong commitment to enhance their skills and developing their knowledge.

Dr. Vaishali Purohit  
Coordinator

Principal

Neelima  
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