

Guest Session on "Digital Marketing"

In today's fast-paced and digitally-driven world, the era of marketing has undergone a dramatic transformation. As businesses strive to stay ahead of the competition and connect with their target audience, digital marketing has emerged as a game-changing strategy. To shed light on this dynamic field, a captivating guest session on digital marketing was organized by the program coordinators on 26th May 2023, inviting industry experts to share their insights, experiences, and strategies. The guest session on digital marketing took place in Seminar hall. The attendees from both the MBA as well as BBA batches eagerly listened to the knowledge and expertise that the esteemed speakers were sharing. The speakers touched upon various components and types of Digital Marketing like blogging as well as blogging. They also threw light on SEO (Search Engine Optimisation) and google ads and how companies generate traffic on their websites. Some tips and tricks were also shared so as to seek students' interest. The speakers also asked and collected students feedback regarding the session. As the session proved to be a resounding success, providing students with valuable insights, practical tips, and innovative strategies.

It concluded with the vote of thanks presented by Anjali Singh of MBA 19 on behalf of Army Institute of Management and Technology.

