



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University
Recognized under Sec 2(f) of UGC ACT 1956

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INSTITUTION'S INNOVATION CELL

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INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

Webinar


EARLY STAGE ENTREPRENEUR IN DIGITAL MARKETING




Dr. Ajay Kumar
Director,
Tecnia Institute of Advanced Studies,
New Delhi



Sparch Garg
Founder & CEO
Educlouds
Youngest Innovator & Entrepreneur
Specialist Digital Marketing.




Prof Dr. Rashmi Gujrati
Dean Management
Institution's Innovation Council
TIAS, New Delhi



12:00 PM

08
MARCH
2021
MONDAY



REPORT

Event	Webinar
Theme	DIGITAL MARKETING
Date	8 MARCH' 2021
Time	12:00 pm to 1:00 pm
Venue	Virtual (Zoom Video Conferencing Platform)
Convener	Dr.Rashmi Gujrati
Co-Convener	Inderpreet Singh
Resource Person	
1.	Mr. Sparsh Garg Founder and CEO of Educlouds youngest innovator.

OBJECTIVES

- 1.To make the participants understand about the various types of digital marketing skills and managerial skills.
2. To enhance the knowledge and encourage the youngsters to start up their own venture in taken consideration with digital skills.
- 3.To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.
- 4.To make the participants aware about the online

WEBINAR

This webinar was intended to train participants with the different methods of digital marketing framework to produce quality results from the new entrepreneurs. The key focal point of the workshop was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the type of different modes of enterprises in detail. In workshop complete online guidance was given by resource person. Workshop has enabled them to analyse and interpret the digital marketing opportunities and many more techniques.

Resource Person

MR SPARAH GARG

FOUNDER AND CEO OF EDUCLOUDS YOUNGEST INNOVATOR

- Mr. Garg briefed us about the concept of digital marketing.
- He further informed us that- Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.
- This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.
- Mr. Garg added that Digital marketing can be broadly broken into 7 main categories:
 - Search Engine Optimization
 - Pay-per-Click
 - Social Media Marketing
 - Content Marketing
 - Email Marketing
 - Mobile Marketing
 - Marketing Analytics



Content of the webinar elucidated by speaker

- He further added the elements of digital marketing:-
 - Element 1—Digital Marketing Strategy
 - Element 2—Value-based Messaging
 - Element 3—Marketing Automation
 - Element 4—Buyer Personas
 - Element 5—Websites
 - Element 6—Content Marketing
 - Element 7—Email Marketing
 - Element 8—Social Media Strategy



Speaker taking session of webinar

- Mr. Garg further added the features of digital marketing:-
 - Online advertising.
 - Search Engine Optimisation.
 - Online Content and Blogging.
 - Web PR.
 - Social Media Management and Listening.
 - Mobile Marketing.
 - Web Analytics.
- He added that- Digital marketing works for B2B as well as B2C companies.
- He also informed us about the boosting up brand image.
- Mr. Garg later informed us about his firms and the courses promoted by his firm.

Dr. Rashmi Gujrati

Dean, Tecnia Institute of Advanced Studies, New Delhi

She gave a thanking speech by addressing the speaker. She addressed the students and motivated all of us to grow and learn as an professional to put into some good deeds in the society and to ourselves.

Learning outcome

1. Participants have learnt more about the digital marketing.
2. Participants also learnt about the Business Plan for a Start-up and Important Components in taking consideration with the digital network media
3. Participants acquire knowledge about the digital skills require to start their business online

List of beneficiaries

1	AAKASH SEHGAL	BBA
2	Abhay Gupta	BBA
3	Abhay Chauhan	BBA
4	ABHIT BUDHIRAJA	BBA
5	ADITYA RAJPUT	BBA
6	ANKITA JAIN	BBA
7	ANMOL ANAND	BBA
8	Anshul Bansal	BBA
9	ARSHPREET KAUR	BBA
10	Ashwin Atrish	BBA
11	Avani Gupta	BBA
12	Bharat Sharma	BBA
13	BHAVYA JAIN	BBA
14	Chahat Arora	BBA

15	CHANDRESH VERMA	BBA
16	Deepam Garbyal	BBA
17	DHRUV BHATIA	BBA
18	Faguni Banga	BBA
19	GAURI SHARMA	BBA
20	GAUTAM SHARMA	BBA
21	Gurpreet Kaur	BBA
22	Hardik Singhal	BBA
23	Harsh Mehta	BBA
24	HARSHITAMAHESHWARI	BBA
25	Himanshi Jain	BBA
26	HIMANSHI GUPTA	BBA
27	Himanshu Maheshwari	BBA
28	Hrithik Prakash	BBA
29	Hritik Syal	BBA
30	Isha Chaubey	BBA
31	Ishika Bedi	BBA
32	Jagrit Muniappan	BBA
33	JASKIRAN KAUR	BBA
34	Kandarp Malhotra	BBA
35	kavitha kumar	BBA
36	KESHAVMAHESHWARI	BBA
37	KOMALGUPTA	BBA
38	KRISHKATHURIA	BBA
39	KUNALCHATURVEDI	BBA
40	KUNALKUMAR	BBA
41	Kushagra Dhingra	BBA
42	Kushagra Panwar	BBA
43	LAKSHAY	BBA
44	Lakshay Sukhija	BBA
45	LOKESHBANSAL	BBA
46	Manan Bhutani	BBA
47	Mansi Arora	BBA
48	MAYANK GUPTA	BBA
49	Mehul Biswas	BBA
50	Menark Singh Mehra	BBA
51	Mohit Kumar	BBA
52	MUSKAAN MAHESHWARI	BBA
53	Muskan Gupta	BBA
54	MUSKAN LOHIA	BBA
55	MUSKAN SHARMA	BBA

56	Nakul Goyal	BBA
57	NAMAN GARG	BBA
58	NISHITA MANCHANDA	BBA
59	PIYUSH MEHTA	BBA
60	Prachi Kapoor	BBA
61	PRATHAM CHAUHAN	BBA
62	PREETI	BBA
63	Prerna Jawa	BBA
64	PRINCE SADH	BBA
65	RACHITA BUDHIRAJA	BBA
66	Raghav Gupta	BBA
67	Raghav Bansal	BBA
68	Rajat Goel	BBA
69	RAKSHIT GARG	BBA
70	Rashi Jain	BBA
71	RISHABH BENGANI	BBA
72	RITIKA LAKHOTIA	BBA
73	RITWIK RAJ	BBA
74	ROVESH CHHABRA	BBA
75	Sachin Saklani	BBA
76	SAGAR GARG	BBA
77	SAMARTHSHARMA	BBA
78	Samdarsh Gaur	BBA
79	SANCHI MAKKAR	BBA
80	Sarthak Gupta	BBA
81	SAURABH GARG	BBA
82	Saurabh Upadhyay	BBA
83	sejal shrivastav (Guest)	BBA
84	Shambhu	BBA
85	Shikhar Anand	BBA
86	Shivam Goel	BBA
87	SHIVI MITTAL	BBA
88	Shobhit Agarwal	BBA
89	SHORYA KHANNA	BBA
90	Shubhashish Lall	BBA
91	SIMRAN	BBA
92	SIMRAN GROVER	BBA
93	SONIA Dyaneshwar Rathod	BBA
94	Sparsh Garg (Guest)	BBA
95	TANUJRAUTELA	BBA
96	TANYA AGGARWAL	BBA

97	TWINKLE GROVER	BBA
98	Umang Gupta	BBA
99	VAIBHAVGUPTA	BBA
100	VANSH TYAGI	BBA
101	VANSHIKA GOEL	BBA
102	VIPUL YADAV	BBA
103	VISHAL BADHWAR	BBA
104	VISHNU PANDEY	BBA
105	YASH ARYAN JHAWAR	BBA
106	Yash Vardhan	BBA
107	YASHPANDEY	BBA
108	YOGITA BHATT	BBA