

**Marathwada Mitra Mandal's  
INSTITUTE OF TECHNOLOGY(MMIT)  
Lohgaon, Pune-47**


**Department of Computer Engineering  
(Academic Year 2020-21)**


**Report**

**On**

**One day webinar on Digital Marketing**

**Held on  
1<sup>st</sup> March 2021**

  
**Coordinator  
Mrs. S. T. Shinde**

  
**HOD**



## Webinar Details

**Subject:** Digital Marketing

**Resource Person :** Mr. Prakash Pawar, karyotype software Pvt. Ltd.

**Attendee:** SE ,TE and BE Computer Engineering

**Organized By:** Department of Computer Engineering, MMIT, Lohgaon-411 047

**Date:** 1<sup>st</sup> March 2021

## Contents of Seminar

The Webinar is arranged for digital marketing has following objectives

- Traditional Marketing versus Digital Marketing
- Digital Marketing Platforms
- B2B & B2C Digital Media Platforms with Live examples
- Future of Digital Marketing
- Scope of Digital Marketing
- Soft Skills needed in the corporate environment.

In today's generation, with the advent of Social Media, Geo Tagging, and smart phones, your target audience however niche or secluded is online. Touching your untapped potential target audience becomes the game-changer for the companies that wish to survive and thrive with the winds of change. Because if you don't reach out to them, sooner or later your competitors will. And this decision has given a number of companies an edge over the others. Expert also explained about Website: Your website is the face of your company, thus the most important aspect of your online marketing. Structuring and designing a responsive website as per Google crawler navigation, breaking your products and services and a categorically relevant way, makes it easier for clients to access your website. Researching your competitors' website plays a huge role here, as it will help you design and display your company's value-added services or highlight your USP. Having a website professionally conventionalized and designed is your long-term marketing investment. The first trust factor being Google, if your website results on the first page of Google that means you have won the basic trust of the consumer. Next is the look and feel of your website. Thirdly if you're available on platforms where he or she is such as social media platforms and finally do you address his or her issues, an active blog that is informative plays the final winning card here. Online Marketing is an extensive and detailed procedure with long term benefits which include branding, marketing, sales, and after-sales customer relationships. In the age of millennial, reaching your target audience in time and closing sales should be the only concern for any business owner that wants to thrive in the current scenario with an Interactive Global Audience.

