



### Report: Seminar on Digital Marketing Strategies for Entrepreneurs

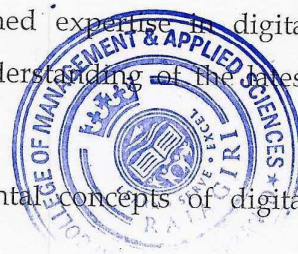
Program	Seminar on Digital Marketing Strategies for Entrepreneurs
Date	04.08.2023 7.00 pm
No. of Participants	23
Resource Person	ASAP Kerala and Digiperform( Hindustan time Media Partner Company
Outcome	Participants learned effective digital marketing strategies, enhancing their ability to reach and engage target audiences through various online platforms.
Organized by	Department of Commerce
Faculty in charge	Ms. Aswathy K.M , Assistant Professor, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kakkanad
Student in charge	Ms. Neha Ann Iype, B.Com Model 1 Computer 6 <sup>th</sup> Semester, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kakkanad.

On August 8, 2023, the Department of Commerce hosted an illuminating seminar titled "Digital Marketing Strategies for Entrepreneurs." The seminar, held at 7:00 PM, aimed to equip participants with advanced digital marketing techniques crucial for entrepreneurial success in the modern business landscape. The event attracted 23 participants, including budding entrepreneurs, students, and professionals eager to enhance their digital marketing acumen.

The seminar was facilitated by experts from ASAP Kerala and Digiperform, a Hindustan Times Media Partner Company. Their combined expertise in digital marketing provided participants with a comprehensive understanding of the latest strategies and tools essential for effective online marketing.

The session began with an introduction to the fundamental concepts of digital





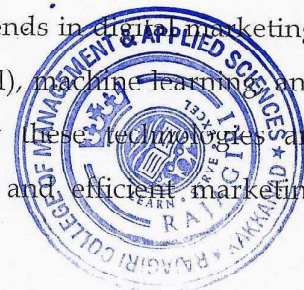
marketing, emphasizing its importance in today's digital era. The resource persons from ASAP Kerala and Digiperform elaborated on the key components of digital marketing, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and pay-per-click (PPC) advertising. They highlighted how these strategies can be leveraged to increase online visibility, drive traffic, and generate leads.

One of the seminar's focal points was the discussion on developing a robust digital marketing plan. The experts shared insights on identifying target audiences, setting clear marketing goals, and choosing the right digital channels to achieve these goals. They stressed the importance of creating engaging and relevant content tailored to the needs and preferences of the target audience. Participants learned how to craft compelling messages that resonate with their audience and encourage engagement.

The seminar also covered practical aspects of implementing digital marketing strategies. The resource persons provided step-by-step guidance on optimizing websites for search engines, managing social media profiles, and running effective email marketing campaigns. They demonstrated the use of various digital marketing tools and analytics platforms to track performance and measure the effectiveness of marketing efforts. Participants were introduced to tools like Google Analytics, SEMrush, and Mailchimp, which are essential for monitoring and optimizing digital marketing campaigns.

Interactive sessions allowed participants to engage directly with the experts, posing questions and discussing specific challenges they faced in their digital marketing endeavors. This interactive element fostered a dynamic learning environment, as attendees shared their experiences and received tailored advice. The resource persons offered practical solutions and strategies, helping participants overcome obstacles and improve their digital marketing efforts.

A highlight of the seminar was the segment on emerging trends in digital marketing. The experts discussed the impact of artificial intelligence (AI), machine learning, and data analytics on digital marketing. They explored how these technologies are revolutionizing the industry, enabling more personalized and efficient marketing

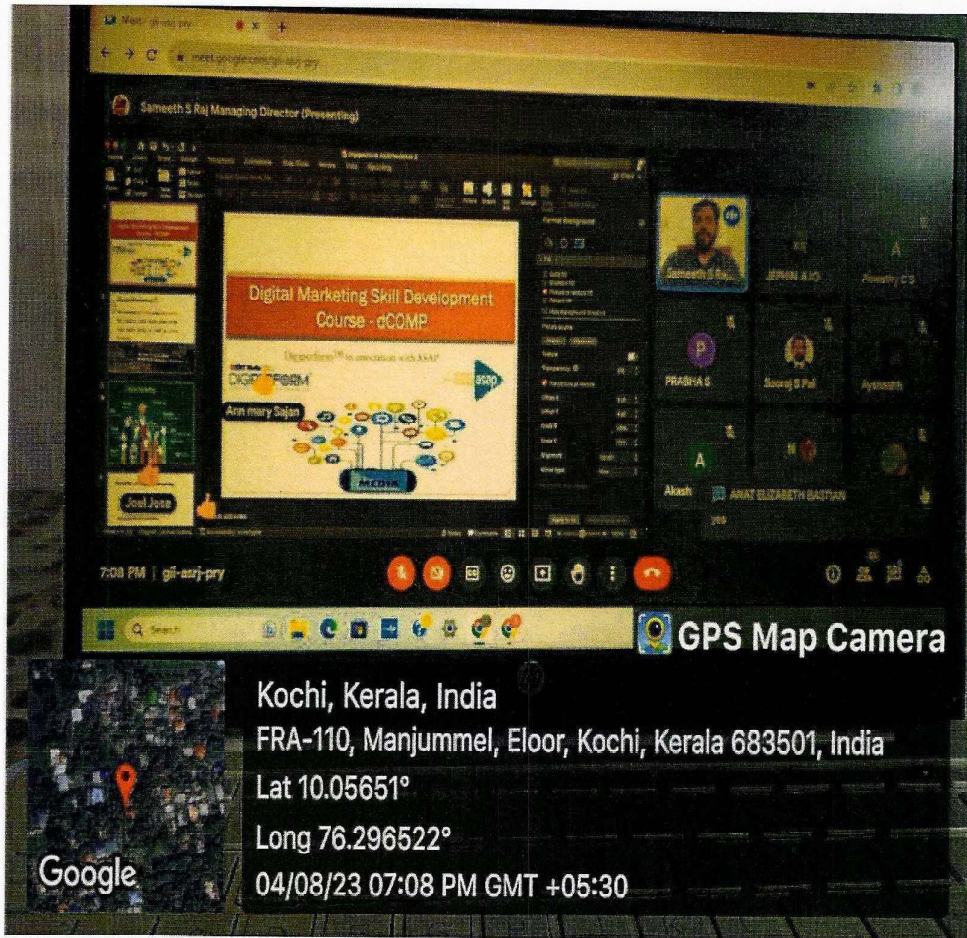


strategies. Participants gained insights into the future of digital marketing and how to stay ahead of the curve by adopting innovative approaches. By the end of the seminar, participants had acquired a thorough understanding of effective digital marketing strategies. They left with enhanced skills and confidence to reach and engage their target audiences through various online platforms. The seminar empowered them to implement digital marketing techniques that drive business growth and build a strong online presence. The success of the seminar was a result of the dedicated efforts of the organizing team. Ms. Aswathy K.M, the faculty in charge, played a crucial role in ensuring the event's smooth execution. Student coordinator Neha Ann Iype demonstrated excellent organizational skills and dedication, contributing significantly to the seminar's seamless operation.

In conclusion, the seminar on "Digital Marketing Strategies for Entrepreneurs" was a resounding success, providing participants with valuable knowledge and practical skills to excel in digital marketing. It underscored the importance of staying updated with the latest trends and technologies in the digital marketing landscape. The positive feedback from attendees highlighted the seminar's effectiveness in achieving its educational objectives and its relevance to their entrepreneurial endeavors.

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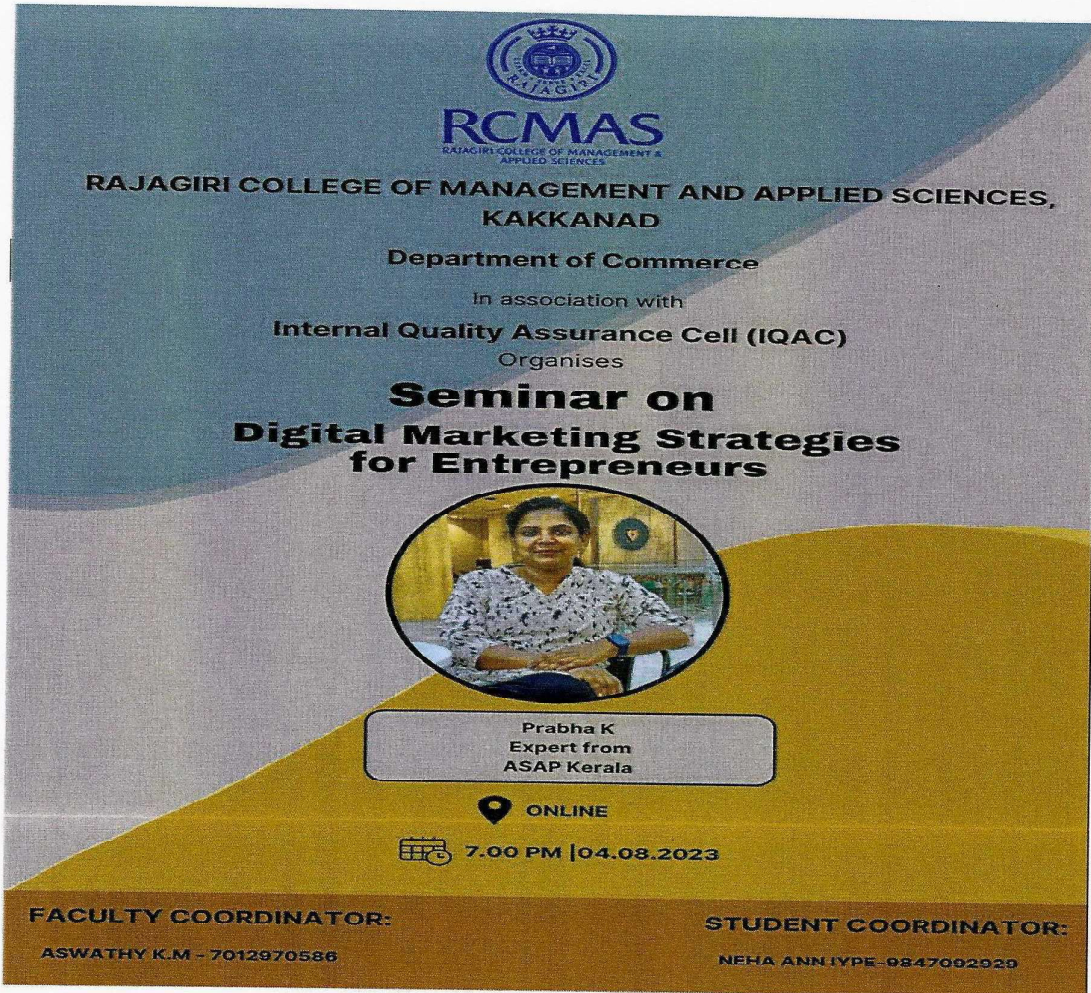





**Photograph of Seminar on Digital Marketing Strategies for Entrepreneurs**

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**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,  
KAKKANAD**


**Department of Commerce**


In association with  
**Internal Quality Assurance Cell (IQAC)**  
Organises

**Seminar on  
Digital Marketing Strategies  
for Entrepreneurs**



**Prabha K**  
Expert from  
ASAP Kerala

 **ONLINE**

 **7.00 PM | 04.08.2023**

**FACULTY COORDINATOR:**  
ASWATHY K.M - 7012970586

**STUDENT COORDINATOR:**  
NEHA ANN IYPER - 9847002020

**Program Poster of Seminar on Digital Marketing Strategies for  
Entrepreneurs**

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**Sample Certificate: Seminar on Digital Marketing Strategies for Entrepreneurs**

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Timestamp	NAME	COURSE AND STREAM	How would you rate the s		Were the topics covered? Overall, how would you re Do you have any additional Comments or suggestions for improvement about all sessions?
			5 Yes	5	
8/4/2023 19:28:01	Armith Hari Anand	B.COM Model 2 Marketin	5 Yes	5	
8/4/2023 19:28:21	Akash George K B	B.COM Model II Compute	5 Yes	5	
8/4/2023 19:28:22	Niya Justin	BCA	5 Yes	5	It was informative
8/4/2023 19:28:24	Joe Joseph Joyal	BA English	5 Yes	5	
8/4/2023 19:28:43	Joel Diju	BBA	4 Yes	4	
8/4/2023 19:28:47	Poomina Unnikrishnan	BCA	5 Yes	5	
8/4/2023 19:28:58	Ann Mary Sajan	B.COM Model I Taxation	5 Yes	5	
8/4/2023 19:31:18	Tisvy Siju	B.COM Model II Compute	5 Yes	5	
8/4/2023 19:33:45	annex mariya baastian	B.COM Model II Taxation	5 Yes	5	
8/4/2023 19:35:01	Anagha S	B.COM Model II Taxation	5 Yes	5	
8/4/2023 20:16:50	MITHUL KRISHNA S	B.COM Model II Compute	5 Yes	5	NIL
8/4/2023 20:16:02	Aseeth Hari Anand	B.COM Model 2 Marketin	3 Yes	3	
8/4/2023 20:16:29	Joel george mamman	BCA	5 Yes	4	
8/4/2023 20:17:32	Nidhi Sara Shaji	BA English	4 Yes	4	Well, could make the session more interactive.
8/4/2023 20:17:51	Nandana cv	BA English	5 Yes	5	No
8/4/2023 20:22:42	Apama Sajinath	BA English	5 Yes	5	
8/4/2023 20:43:16	JEPHIN JJO	BBA	5 Yes	5	NOTHING IN PARTICULAR @ @
8/4/2023 21:03:01	Alcha Sihanavas	BA English	5 Yes	4	
8/4/2023 21:07:27	Sikha Sasidharan	BA English	5 Yes	5	
8/4/2023 21:11:19	Joel Jose	BCA	4 Yes	4	
8/5/2023 4:24:39	Fathima Inenad	B.COM Model II Compute	5 Yes	5	
8/5/2023 8:24:35	Mathew S Manguzhe	B.COM Model 2 Logistics	4 Yes	4	
9/12/2023 16:01:40	Dayan Ulas	B.COM Model 2 Marketin	4 Yes	4	

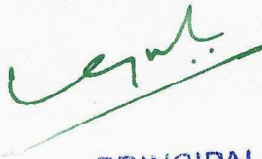
**Attendance statement: Seminar on Digital Marketing Strategies for Entrepreneurs**

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Report submitted by	Ms. Neha Ann Iype , B.Com Model 1 Computer 6 <sup>th</sup> Semester, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kakkanad.	
Coordinated by	Ms. Aswathy KM, Assistant Professor, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kakkanad	
Approved by	Ms Mary Antony, HOD and Assistant Professor, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kakkanad	

Aug 4, 2023



**PRINCIPAL**

Rajagiri College of Management & Applied Sciences  
Rajagiri Valley, P. O., Kakkanad - 682 039

