

**National Level Seminar On**  
**“Digital Marketing – Effective Tool for Brand Building”**  
**Under Quality Improvement Programme**  
**Supported by**  
**“Savitribai Phule Pune University”**  
**On**  
**15<sup>th</sup> & 16<sup>th</sup> February 2019**

**Detailed Report**

ASM's IPS & Savitribai Phule Pune University Jointly organised Two day's national seminar on 15<sup>th</sup> and 16<sup>th</sup> February 2019 on “**Digital Marketing- Effective Tools for Brand Building**” under guidance of **Dr. Sandip Pachpande, Chairman & Dr. Asha Pachpande, Secretary ASM Group of Institutes**. An astounding experts from industry opens a universe of knowledge in front of students throughout all the sessions of the conference. The seminar enlightens students to create awareness about various aspects of digital marketing like recent tools, methods, job opportunities etc. The Beneficiary has been nearby 170students on first day.

The Program had Seven Session in all, preceded by the Inaugural Function and concluded by the Valedictory address & Vote of Thanks. Each of the sessions was followed by an interactive question answer session where the students could clarify their doubts.

**Inaugural Function on 15th November - 10.00 am to 10.10am**

Following delegates were present for inaugural function:

Dr. Deepak Shikarpur, Chief Guest  
Dr. Asha Pachpande, Secretary, ASM group,  
Dr. S. J. Bokephode, Director ASM's IPS,  
Dr. Lalit Kanore, Dean ASM's IPS.  
Dr. D. D. Balsaraf, NAAC Coordinator, ASM Group  
Dr. K.M. Jadhav, Dean CSIT

**Speakers on day 1 (5<sup>th</sup> October 2018)**

Keynote Speaker:	Dr. Deepak Shikarpur	Topic- Digital marketing and e- branding
Session 1 Speaker:	Mr. Sanjeev Chaudhari	Topic - Smart Computing
Session 2 Speaker:	Mr. Rahul Kale,	Topic - Digital Governance
Session 3 Speaker:	Mr. Akshay Karde	Topic - SEO and Mobile Advertising
Session 4 Speaker:	Dr. Manju Gupta	Topic – Digital Campaigning

**Inaugural Function and Keynote Address: 10.00 am-11.00am**



Dr. Deepak Shikarpur inaugurated the seminar at 10.00 a.m. on 15th of February in the presence of Dr. Asha Pachpande, Secretary, ASM group, Dr. S. J. Bokephode, Director ASM's IPS, Dr. Lalit Kanore, Dean ASM's IPS, Dr. D. D. Balsaraf, NAAC Coordinator, ASM Group Dr. K.M. Jadhav, Dean CSIT, by lighting the lamp.

Dr. Asha Pachpande in his welcome address illuminates students about the impact of digital media against print media. She advised students to enjoy feast of knowledge for two days and create the awareness about various aspects of digital marketing.

**DAY 1 : Key note Address : 10.00 am-11.00am**

**Resource person:** Dr. Deepak Shikarpur

Sir is an It Engineer with a global repute. He has obtained post graduate diploma in management and Doctorate (PhD) in Information Technology. He was working in the Tata Group for 16 years and then became a Technopreneur.

**Topic :**Digital marketing and e- branding

Sir Started the session with various concepts of digital marketing like definition of digital marketing, what are the benefits of digital marketing over traditional marketing? How are marketers adjusting? etc.with an examples. He explicates the concept of e-marketing, focused marketing, viral marketing with examples. He discussed role of digital marketing in success of Uber, Swiggy, even Dhanush and his song kolavari-d.





- Digital Marketing Strategies
- E- Branding

He concluded his session by giving success mantra of marketing field –“Fulfillment – Retain –Repeat”.

### Highlights

- What is Digital Marketing?
- Why People going online?
- E- Marketing
- Focus Marketing

## DAY 1 :Session 1: 11.00 am-1.00pm

### Resource Person : - Mr.Sanjeev Chaudhari

Sir is an IT Techno – Functional with track record for building and customising leading world class business application software in the domain of CRM/ ERP/ Digital Marketing and cloud computing technology.

### Topic - Smart Computing



Sir started session with his journey in Digital world. He discussed how two digit 1 & 0 create history in digital world. He covered how to manage Digital resources using smart computing and also Understanding scope of various available Tools and resources in the view of Digital Marketing and Branding.

He enlightens various concepts like evaluation of technology, evaluation of Business apps, what is cloud computing. He also discussed various online tools like

whatsapp, google search, youtube, email etc.

**sir concluded session with the sentenceकेवलस्वयंकोखोजनाहै।बाकी सब Google पर है ही**||for that he provide some tips like Enjoy Good time with Family & Friends , Cultivate good habits, Do regular Exercise and meditation, Have healthy food. Session was followed by questions and answers where students interacts with various questions on blog, e-bulletin, Youtube for advertisement etc.

### Highlights

- Evaluation of technology,
- Evaluation of Business apps,
- What is cloud computing?

- Basic Smart Computing Skills
- Digital marketing with Blog site, whatsapp, google platform, youtube etc
- Other Digital Marketing Solutions

**DAY 1 : Session 2: 2.00 pm-3.30pm**

**Resource Person : - Mr. Rahul Kale**

Sir has completed his mechanical engineering, PGDBM & MBA in operations from Pune university sir has an extensive 20 years industrial experience in SPM, valve industry – oil & gas management & IT sectors. At present sir is heading modular infotech who are pioneer in Indian Languages software & Document management system.

**Topic : Digital Governance**



In first half of the session various concepts like overview and definition of Digital Governance, its evolution, 4 Pillars of digital governance etc. were discussed with real life examples and videos.

What is Digital Governance?

It is the transformation of government to provide efficient convenient &

transparent services to the citizens & businesses through information & communication technologies. In simple term digital governance is “Employing information and communication technology in governance.” Sir elucidated the implementation of digital governance in various sectors like Bank, Hospital, Education, Government, Manufacturing industry, corporate with the help of examples. Dinanath hospital Pune has three floor storage building and it took two and half years for digitalisation of all documents. Know it is paperless. He also explain example of SBI bank and Pune University.



In the second half of the session he interacted with the students through various activities like debates on digitalisation and traditional approach and Mobile- good or bad. They asked students whether they prepare their own SWOT Analysis. They also took case studies of two students to



explain how they identify their weaknesses and how they converted it into their strength using SWOT analysis.

He explained Practical Benefits of Digital Governance, Potential Digital Governance Application areas, Digital Governance: Key Challenges.

He concluded with the stories of Mohammad Ali (Boxer ) who always believed on skill and will. Students interacted through various questions..

### **Highlights**

- Overview and definition of Digital Governance
- Practical Benefits of Digital Governance
- Potential Digital Governance Application areas
- key challenges with Digital -Governance

### **DAY 1 :Session 3: 3.30 pm-5.00pm**

**Resource Person :** - Mr.AkshayKarde

Sir has 6 plus years of experience in Digital Advertising, creative designing, hosting and team management. Sir is a member of international organisation of public speaking and leadership, BDB book club, Pune. He has also worked as a plant head, operation head and at present he is heading modular InfoTech including sales and operations.

**Topic - SEO and Mobile Advertising**



In the first half of session various concepts like Digital marketing as an effective tool for branding , reviewing digital marketing domain, story of advertising, how various apps collects data from user to create their database etc.

Nowadays it becomes easy to trace number of visitors, viewers, their feedback comments etc. Marketer can

earn from advertisement post in-between the videos on you tube. Marketers collect data base through various apps where users provides their own information through registration.

He concluded sessions with career opportunities and guidance on it. Students interacted with various questions.

### **Highlights**

- Digital tools of advertising like – Blog, you tube, facebook, whatsapp, etc.
- Story of advertising
- Search engine optimization
- Benefits of digital marketing
- Career opportunities



### **DAY 1 :Session 4: 5.00 pm-6.00pm**

#### **Resource Person : - Dr. Manju Gupta**

Dr. Manju Gupta, Director MCA, Institute of Management and Computer Studies is an Indian business school, in Thane, Maharashtra, a reputed MBA Institute, Accredited by NAAC. Mam has expertise in E-commerce, Digital Marketing, E-Banking, MIS and Web Technology. He has 17 plus years of experience in academics.

#### **Topic - DIGITAL CAMPAIGNING**

“Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations” – Seth Godin... Rightly said!!!

A better Digital Campaigns for a winning Business starts with participating in customer conversions. Multiple Channels, Being Social, and Quality Content is something everyone knows that can give better results. However, there are some secrets of Digital Campaigns that can give you success in an efficient way. Here’s 5 things picked up by experts to improve digital campaigning:

#### **Make Mobile Your Priority**

When it comes to browse the web or access emails, 90% of crowd prefers to access internet via their Mobile. So, make mobile your priority, if you want a successful digital campaigning. Don’t only make your website fit small screens, redesign your website and make it a mobile optimized website to fit mobiles of every size.

#### **Email Is Still Best**

Are you among them, who think Email is a matter of past? Think again...Email is a worldwide standard and the best part is that it works everywhere and for everyone. As per experts, Email Marketing is more reliable and result-oriented for calling people into action than any other medium or social network. Email is one of the pivotal technique of digital campaigning and it can't be replaced with anything else.

### **Be Quick and Organized**

When it comes to Digital Campaigning, Timing is everything. Make everything ready, including content to release it at opportune moments. Moreover, always try to relate your campaign messages with latest issues that people are searching for. You can Google Trends for this.

### **Be Everywhere Persuasively**

Make your message louder, so that everyone can hear you. Make your range wider to get your message across. The wider is your range, the louder will be your message. The primary focus of your campaign should be that your target audience hears your message clearly from numerous possible sources.

### **Think Strategy, Like Warren Buffet**

It might sound obvious but many people ignore this. We keep on implementing various Digital Techniques, but we forget to consider what exactly we want from our online activity and whether the digital campaigning is capable of delivering the same. Strategy works as a bolt in your campaigning and hence it should not be ignored.

### **Benefits of Digital Campaigning**

Regardless of your business type, there are numerous benefits of Digital Campaigning, including:

- Connects You with Online Consumers Quite Easily
- Generates Comparatively Higher Conversion Rates
- Saves You Lot of Money
- Connects You with New as well as Old Mobile as well as Desktop Consumers
- Generates Higher Revenues
- Delivers Higher ROI from Your Campaigns
- Keeps You at Par with Competitors
- Can Help You Compete with Large Corporations
- Prepares You for every Internet of Things

Digital Campaigning is more about implementation than gathering knowledge. In case, you are new in this, you can take help from experts or agencies to make your Digital Campaigning successful and get more from it. She discussed one case study of

### **Tata Sky's Transferkar family**

This campaign was basically designed for the promotion of Tata Sky+ Transfer set top box which is used to transfer the recorded content from TV to mobile phone or tablets. For this purpose the brand came up with an idea and created the out of mind family named as Transferkars.

The every family member had his or her own favourite show the series of film shows the level to which they go to watch their favourite shows. An interactive micro site was reacted for those who wanted to understand the family in better way.

### **HDFC Life's #RayOfHope**

HDFC came up with #RayOfHope for the promotion of their HDFC Life Cancer Care plan. The plan was to provide the financial help for the cancer. The brand smartly signed the model turned actress and social activist, who herself has been fighting with the rare type of cancer. This video was very popular over social social media and falls under the category of successful digital campaigns.

Session talk was followed by question and answer session, where students asked questions on calculations, graph, real life examples etc.

### **Highlights**

- Concept of digital campaigning
- Tools used for digital campaigning like mobile, mail, social media etc
- Strategies like Be Quick and Organized, Be Everywhere Persuasively, Think Strategy
- Benefits and examples