

Chapter/Student Branch Name: CMR Technical Campus

Region: V

Event Date: 23-06-2016 to 25-06-2016

Event Title: Three day workshop on “**Digital Marketing**”

Speakers: Mr. Baba Shaheer, a cyber security expert & a freelance in Digital marketing, ethical hacking and corporate training

Gist of the Event:

Speaker delivered Concepts on “**Digital Marketing**” and covered following Concepts:

- Introduction to Digital Marketing
- Digital Marketing strategies
- Definition and terminology introduction
- Exploring Digital Marketing
- Components of Digital Marketing
- Search engine optimization
- Google & BING web master tools
- Foundation of analytics
- Google and BING Adwords
- Search and display marketing
- Remarketing
- Starting with a website
- Choosing domain name
- Designer and developer
- Building you website
- Social Media marketing
- Social Media Adwords
- Video Marketing
- Email Marketing
- Content Marketing
- Mobile Marketing
- Certification level exam
- Career guidance



Guest delivering the lecture to students