



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE and Affiliated with GGSIP University, Delhi)

(An ISO 9001:2008 Certified Institution)

DIGITAL MARKETING BOOTCAMP

Digital marketing or internet marketing is the latest trend in the field of marketing. With an ever increasing number of Indian Facebook users around 110 million, Twitter users 42 million and users on LinkedIn around 23 million, it has a great scope. Keeping in view this need a two day “DIGITAL MARKETING BOOTCAMP” was organized by the Entrepreneurship Development Cell, DIAS, in association with Buzzooka Infomedia Pvt. Ltd. The resource person for the same was Mr. Somesh Jagga, a Digital Media connoisseur and CEO, Buzzooka Infomedia Pvt. Ltd. The workshop was conducted on 1st & 2nd May, 2015.

Fifty-five students participated in this workshop. The participants learnt how to choose the “Right Social Media Channel” taking into consideration the target audience, popularity, resources, media buying and measurability parameters. Along with it the techniques of service engine optimization was also taught by the speaker through activities and case studies. The resource person also announced coupons worth Rs. 10,000 as prize for 'Best question asked on Twitter'; which was won by Deepanshul Rana, a student of Delhi Institute of Advanced Studies. Students enjoyed activities at workshop and had a lot of knowledge to take home.

Certificates were awarded to the participants on successful completion of the workshop. The event concluded with a vote of thanks by Dr. Anju Batra, the event In-charge.