



DELHI INSTITUTE OF ADVANCED STUDIES

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

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA & MBA Programmes)

(An ISO 9001:2015 Certified Institution)

SESSION ON DIGITAL MARKETING

A session was organized on Digital Marketing by Being Topper Institute on 6.4.2018.

The session was informative for all the students. It was iterated in the session that in the present world, Digital is central to all industries and is instrumental in powering the customers of today. In this age of Digital, it is important to focus on developing emotional connect with the customer than just delivering business. Customer experience is going to define the future of Marketing irrespective of the type of industry. We tweak digital channels to cater to our customer's needs and interest points. Digital Future also demands the need to bring in new-age technologies, not just in operations but also in Marketing & Sales domain. Machines and automation helping Marketing in efficient audience capture and conversion. The future of human interaction & machine automation holds for the Marketing industry and where do we draw the line to ensure maximum results.

The session covered the following aspects in detail: -

- The addressable customer: powered by digital - do we really know the customer (his persona?)
- Techno diversity (mobile too and not mobile first. Sense before read)
- Ad is bad? (addressing the hollow middle, reverse bell curve marketing with digital)
- Two minds of digital marketing: machines are for answers humans are for questions!
- Invisible threats (botnets eating ad budgets of bots what's next?)

Overall, It was a fruitful session for the students and students got a great insight into the various aspects of digital marketing.