

Digital Marketing Workshop

Techfest is the annual science and technology festival of IIT Bombay. Following is the basic outline of the workshop that would be happening at **Techfest, IIT Bombay** in offline mode.

Session 1: Marketing Strategy - One Hour

- a) What is an actual strategy in marketing strategy?
- b) Why understanding the customer is most important?
- c) Mix of trends & the brand in the strategy

Session 2: Communication & Messaging - One Hour

- a) How your Communication Strategy can build or destroy your brand?
- b) Result-Oriented Content & Copy Writing
- c) Inescapable rules of Writing

Session 3: Branding - Half an hour

- a) What exactly is branding?
- b) Win half of your marketing battles with branding

Session 4: Social Media Marketing - One Hour

- a) Continuously changing Social Media
- b) Social Media is a competition among consumers
- c) How you can become the next leader on Social Media

Session 5: Advertising - One Hour

- a) Social Media Advertising isn't about just boosting
- b) You can choose to make advertising a failure or a success
- c) The inevitable Google Advertising
- d) Advertising which is not advertising