

REPORT OF THE WORKSHOP ON
DIGITAL MARKETING MANAGEMENT ORGANISED BY
MSME

From 04/03/2021 to 09/03/2021

At Seminar Hall –II

Institute for Excellence in Higher Education, Bhopal

Department of Commerce

From 4th March to 9th March 2021, a Management Development Programme (MDP) on 'Digital Marketing Management' was jointly organised by M.S.M.E testing station, Govindpura Bhopal in association with Zila Vyapar Udyog Kendra and Institute for Excellence in Higher Education, Bhopal. 27 students from the Commerce Department attended the workshop. It was a great experience for all those who attended it, learning and understanding the tactics of Digital Marketing.

The workshop started on 4th March 2021 with an Inaugural Session. Dr. Sharda Gangwar, Coordinator of MSME Programme gave a warm welcome to all the guests and participants and introduced the workshop and the importance of the theme to everyone. The following were the guests and dignitaries on the dais:

- 1. Mr. Narendra Kumar Pankaj , Digital Marketing and Healthcare Professional, International Digital Marketing Professional*
- 2. Mr. D.D .Gajbhey, Joint Director MSME T.S, Bhopal*
- 3. Mr. Christopher Minj, Assistant Director MSME T.S Bhopal*
- 4. Dr. Ajay Mishra, HOD Commerce Department*
- 5. Dr. Sharda Gangwar, Coordinator of MSME Programme*

Floral welcome was given to all the dignitaries of the day. The members of the MSME gave their perspective about digital marketing and its relevance in the present times. Dr. Ajay Kumar Mishra, HOD also shared his valuable thoughts during the Inaugural meeting. After this, the session was taken by Mr. Narendra

Kumar Pankaj who is an ace digital marketer. He started his session with an icebreaking time. On this first day he briefly explained the common digital marketing concepts like Domain, Website, Extension, SEM (Search Engine Marketing), Hosting, Storage, PPC, Online Reputation Management, Servers, Lead (with an amazing QnA) . As a part of home assignment, the students were given an assignment to choose their business idea individually (of any kind) and its domain name. The review of this activity was done on the following day.



The second day of the workshop i.e., on 5th March, after the review of the previous day activity Narendra Sir started the session by introducing the concept of SEO to the students. He emphasized on the benefits and application in the business. The next topic taken up was that of Domain prices and a wide discussion on the same was done. In the gaming session Crosswords related to the taught topic were given to the students. As a part of home assignment, the students were given an

assignment to search 5 business competitors for their business and traffic of their websites. Altogether the day ended on an exciting note.



The 6th of March was the third day where after the review session of the previous day, Narendra Sir explained about Paid Marketing, Owned Marketing & Earned Marketing. He also threw light on the topics of Social media marketing, E-mail Marketing, SMS Marketing & Content Marketing. Content Creation was the next part and Sir described about writing effective content and highlighted the elements of a good content. Quizzes and puzzles refreshed the minds of the students. After the lunch, a broad discussion on social media marketing was done. As a part of home assignment, the students were given to prepare budget for business which should include -2 SEO Salaries of Managers (on-page & off-page) and 1 Graphic Designer. This day too was a thrilling experience for everyone.



On the 4th day of the workshop i.e. on 8th March also Narendra Kumar Sir kept students absolutely engaged with some further new tasks. He asked individually about the budgets, demonstrated Content Marketing Matrix and thoroughly explained the same. Afterwards students were asked to choose a specific and relevant strategy of marketing for the dream business and even to design the outline for the same .The session didn't stop here as then the interesting turn of Quiz appeared and students really enjoyed that puzzle phase. And then they wrote a News Paper advertisement as Class work. After a lunch break advertisement was checked by Sir & he cleared the steps, rules and correct format of writing the Digital Advertisement which was then tried by students to prepare the advertisement as per the rules taught. On the same day before the session ended, students were also introduced with the essential tips for a safe and secure business and we completed the 4th day of workshop with a group photograph.



On the last day of the workshop i.e. the Day 5, Dr. Sharda Gangwar greeted our BOI retired officer and MSME member. The officer highlighted the importance of Financial Literacy Concepts and also asked some very basic questions related to the banking practices for checking knowledge, presentation skills and indirectly to boost up our confidence of the students. He then explained the types of Business & Loan according to the different banks. Students were then introduced with the very important banking terms like Margin money, Guarantee and many more... Finally MSME experts discussed about the capital issues and briefed us various MSME schemes of Finance like PMEGP, CLCS, ASPIRE, NMCP, SFURTI, CGFT MSME etc. And lastly he elaborated the other particular ideas like ZED, MATU and Public Procurement Policy. Finally the workshop ended successfully, after collecting feedbacks from students which they filled satisfactorily and really felt privileged becoming a part of this very useful session.

With this we conclude with the Report.



Report submitted by:

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