



Don Bosco Institute of Technology

Colosseum 2021

Report on “Digital Marketing”

Objective:

- To make students understand the importance of Digital Marketing.
- To enhance skills of the students in creating online content for marketing.
- To develop the understanding of various aspects that go into Digital Marketing and the various analysis techniques

Outcome:

- Students will be able to do Digital Marketing on platforms like Google, Instagram, Facebook.
- Students will be able to analyse the success of their marketing based on factors like reach, clicks, etc.
- Students will be able to understand important parts of digital marketing like SEO, Google ads etc.

Date and Time:

- 26/03/2021: 2:00-5:00 pm
- 27/03/2021: 2:00-5:30 pm
- 28/03/2021: 2:00-5:30 pm

Number of Registrations: 18

Zoom Link:

<https://us02web.zoom.us/j/89516833880?pwd=UHFHNE1hN2tOUElidmdBU3VlNnNudz09>

Description:

Instructor Name – Priyanka Parmar

Topics Covered

- Google Ads
- Instagram & Facebook marketing
- SEO and SEM
- Analysis techniques in Digital Marketing

Challenges Faced

- Making the workshop interactive on an online platform with theoretical topics.
- Finding a speaker with experience as well as skill in an upcoming topic like Digital Marketing.

Key Factor for The Success of The Event

- Instructor conveying difficult topics in very simple manner and keeping students constantly engaged.
- Instructor showing real life examples of companies and their strategies/themes in Digital Marketing.
- Participants finding the topics relatable and interesting.
- Live demonstration of running advertisements and analysing their reach.

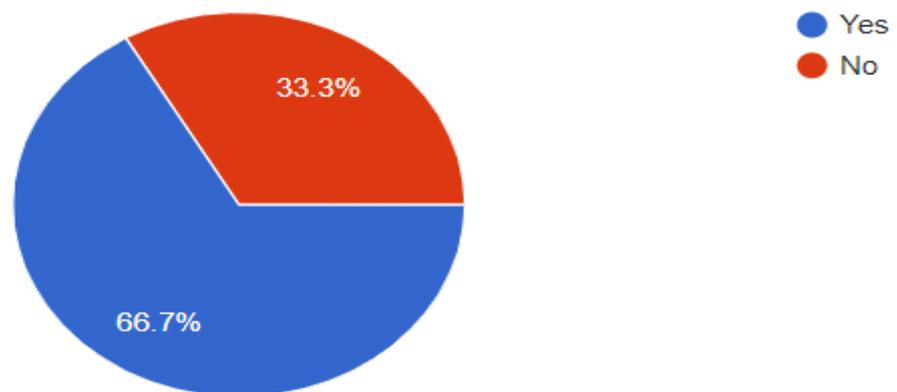
Individual Learning in Organising the Event

- Improved Communication Skills as got to interact with lot of students as well as faculties and industrial professionals.
- Team Management skills while organising the event and distributing the workload.
- Exposure to Online Technologies like Zoom and Google Meet.

Registrations:

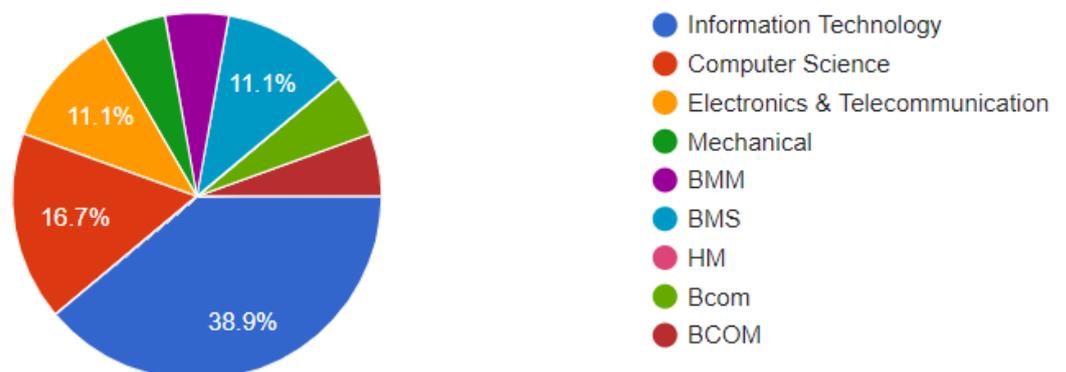
Are you a DBIT student ?

18 responses



Branch

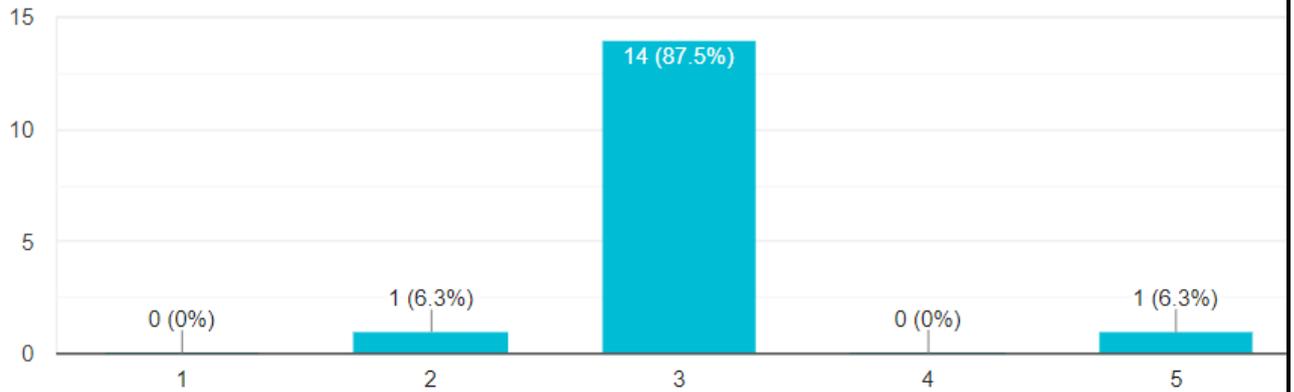
18 responses



Feedback:

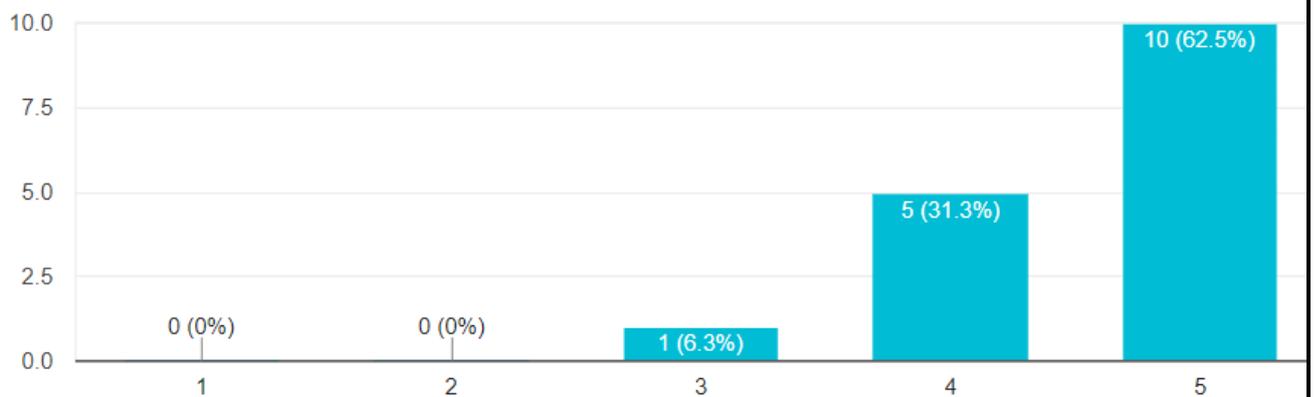
How was the teaching speed of the instructor ?

16 responses



How would rate the quality of content taught by the instructor ?

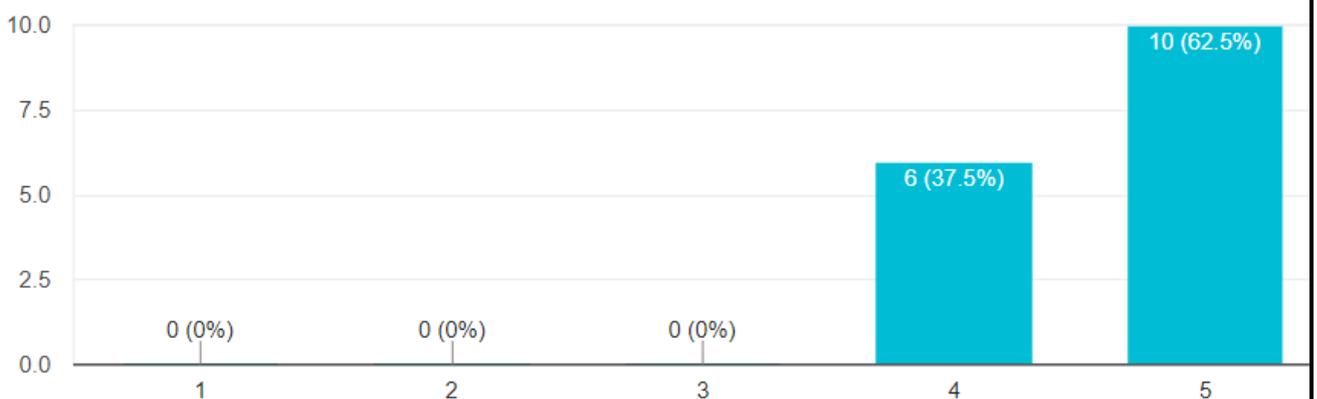
16 responses



The instructor spent adequate time for questions and answered them satisfactorily

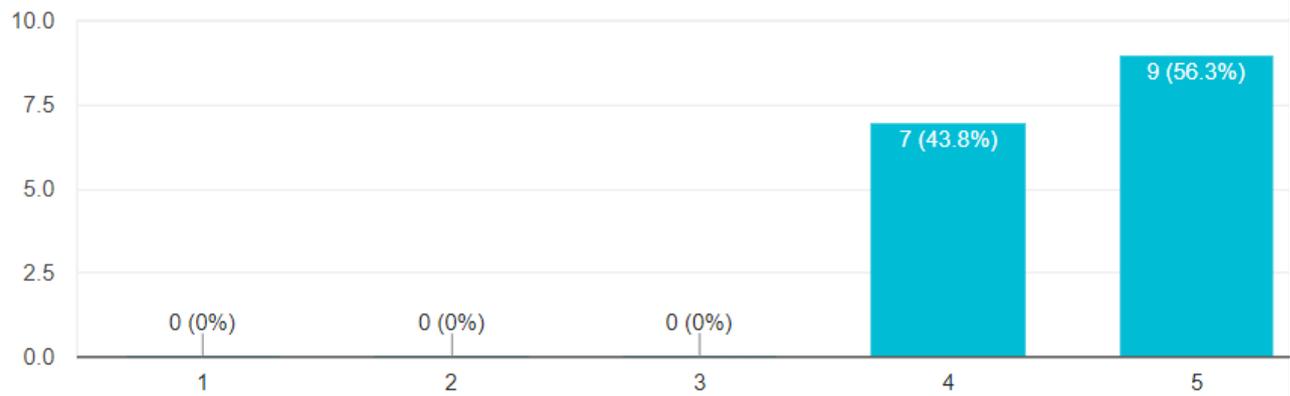


16 responses



How likely would you recommend this workshop to other students ?

16 responses



Any other feedback / suggestions

16 responses

Very good workshop huehue

Session was Okay. Expecting more practical session tomorrow.

Very interesting

Very good material

No

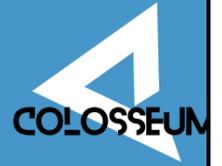
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Nope

It was a very informative session.

Great workshop. No suggestions

Collage:



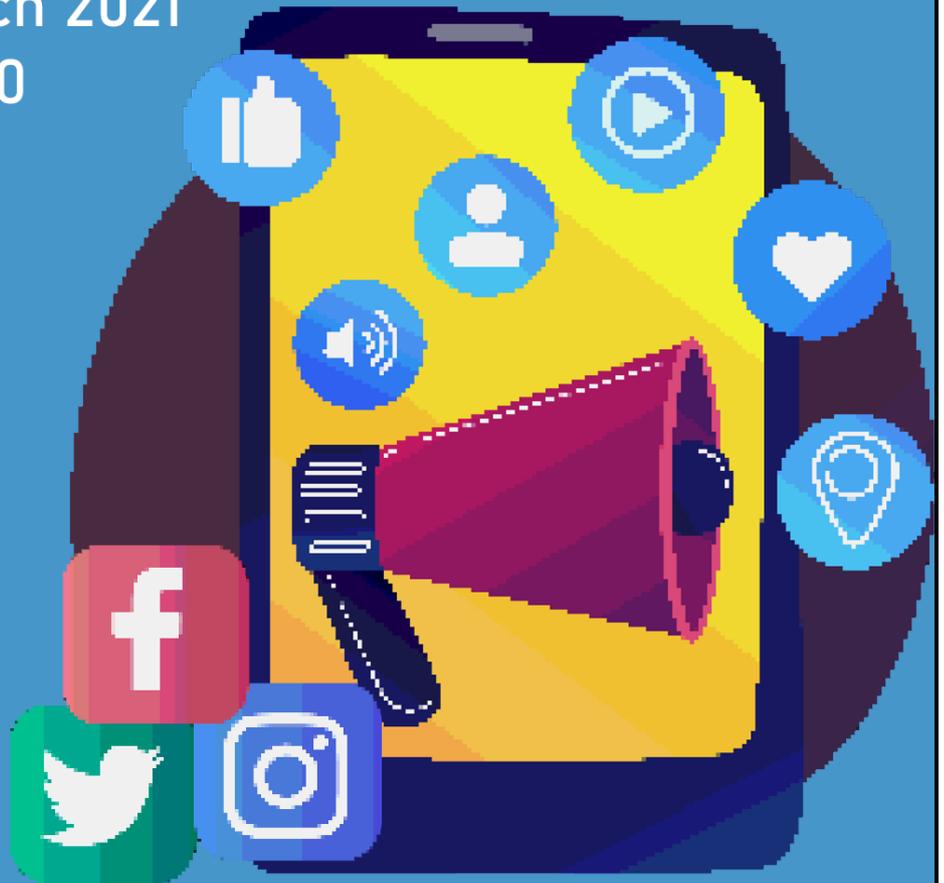
In collaboration with Vlink Ed-tech Services

DIGITAL MARKETING

Workshop conducted by Priyanka Parmar

Date: 26th March 2021

Entry Fee: ₹120



Workshops

WhatsApp Meeting Header: Kunal Pingale, Priyanka Parmar, NANDINI KALE, Anagha S, 097 Vaishnavi, B 64 Eshtha...

Browser Tabs: WhatsApp, Post Attendee - Zoom, Ads Manager - Manage ads, Analytics, Home / Twitter

URL: business.facebook.com/adsmanager/manage/campaigns?act=2319188405063780&business_id=2321486261219929&global_scope_id=2321486261219929&nav_entry_point=bm_global_nav...

Page Title: Campaigns | Shout It Social (2319188405063780) | Updated just now | Discard Drafts | Review and publish (9)

Search and filter: Lifetime: 31 Aug 2019-27 Mar 2021

Resource centre | Campaigns | Ad sets (1 selected) | Ads for 1 Ad set

Campaign name	ch	Impressions	Cost per result	Amount spent	Ends	Link clicks
New campaign		-	-	-	Ongoing	-
ABW Property - Agent Ad		10,180	₹77.98	₹4,523.01	20 Nov 2020	167
Lead Generation		66,432	₹40.94	₹10,194.57	20 Oct 2020	958
Realty Depot - Lead Generation - Palghar		51,281	₹47.04	₹9,925.62	19 Oct 2020	742
Realty Depot - Lead Generation - Palghar		15,476	₹96.88	₹3,390.69	19 Sep 2020	109
Lead Generation		51,824	₹12.37	₹5,106.65	8 Sep 2020	1,790
Realty Depot - July page like		18,240	₹3.28	₹1,923.02	31 Aug 2020	461
Realty Depot - 4 in 1 Ads		50,048	₹10.89	₹5,194.48	9 Jul 2020	2,350
Realty Depot - Page Like		8,974	₹6.91	₹3,019.55	30 Jul 2020	31
Dreams Heights - Lead Generation		39,048	₹10.65	₹2,587.03	11 Jul 2020	1,309
Results from 35 campaigns		616,705		₹147,869.25		22,896
	People	Total		Total Spent		Total

Participants (11): Raiden Dsouza, Soham, Kunal Pingale (Host, me), Priyanka Parmar

Chat: From 097 Vaishnavi Ransubhe to Everyone: yes; From B 64 Eshesham Siddiqui to Everyone: Yes; From NANDINI KALE to Everyone: yes

WhatsApp Meeting Header: Kunal Pingale, Anagha S, Doni Bosco, Hemang Mainkar, Priyanka Parmar, C 08 Daniel C...

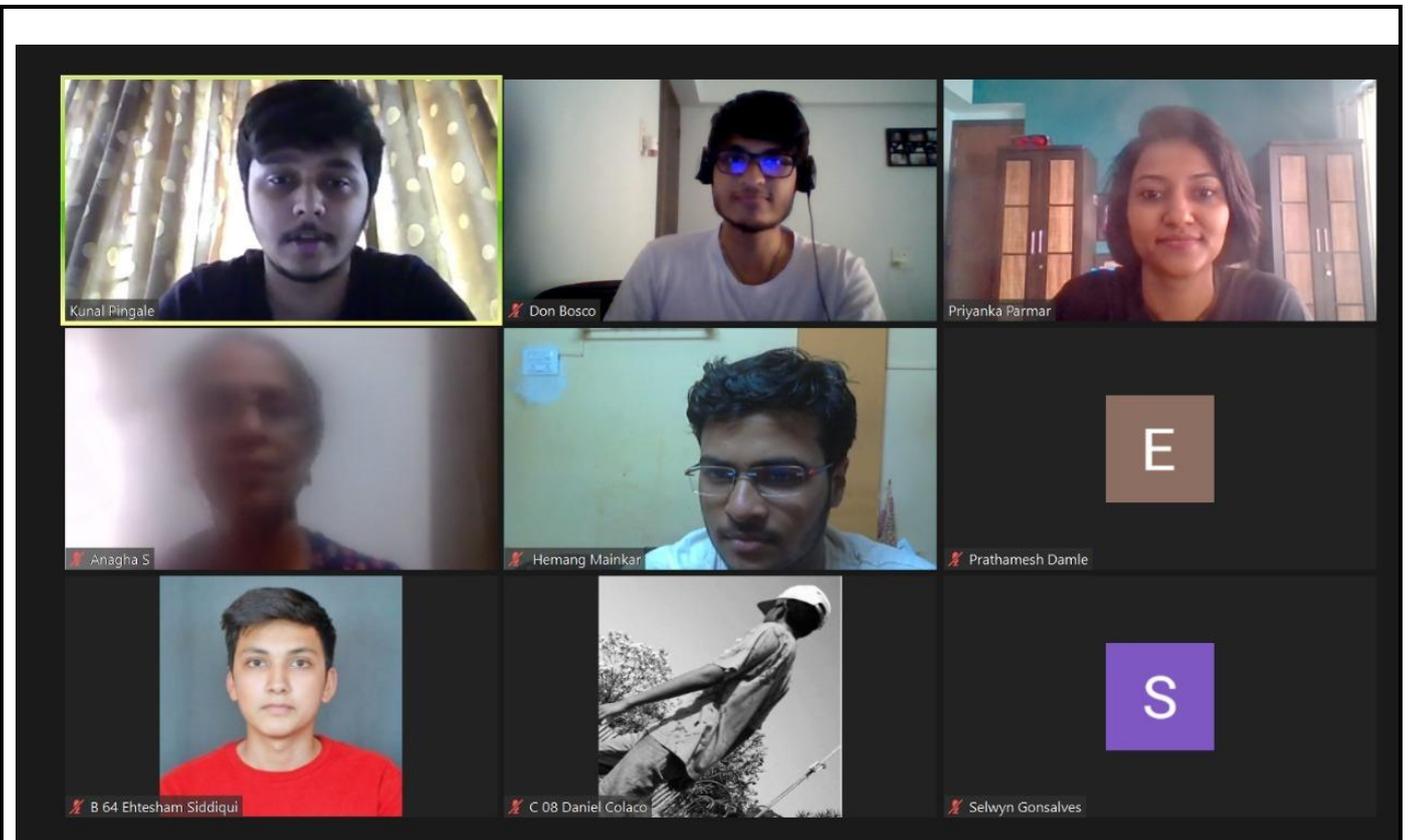
Section: Let's see some stats

- 2.072 BILLION FANS
- 1.368 BILLION & 1.57 BILLION DESKTOP & MOBILE DAILY ACTIVE USERS
- 1.13 TRILLION TIMES NUMBER OF TIMES THE LIKE BUTTON HAS BEEN PRESSED
- 53% FEMALE USERS
- 47% MALE USERS
- 48% OF 18-34 YEARS CHECK FACEBOOK WHEN THEY WAKE UP
- 350 MILLION PHOTOS ARE UPLOADED EVERYDAY
- 55 MILLION STATUSES ARE UPDATED EVERYDAY
- 20 MILLION FRIEND REQUESTS ARE SENT EVERY 20 MINUTES

Flaunt it! | Show it! | Shout it!

Participants (9): Kunal Pingale (Co-host, me), Doni Bosco (Host), Priyanka Parmar, Hemang Mainkar, Anagha S, B 64 Eshesham Siddiqui

Chat: consistency?; From Hemang Mainkar to Everyone: Yes, harsh truth.; From Selwyn Gonsalves to Everyone: yes then they give ads



Report Prepared By: Kunal Pingale