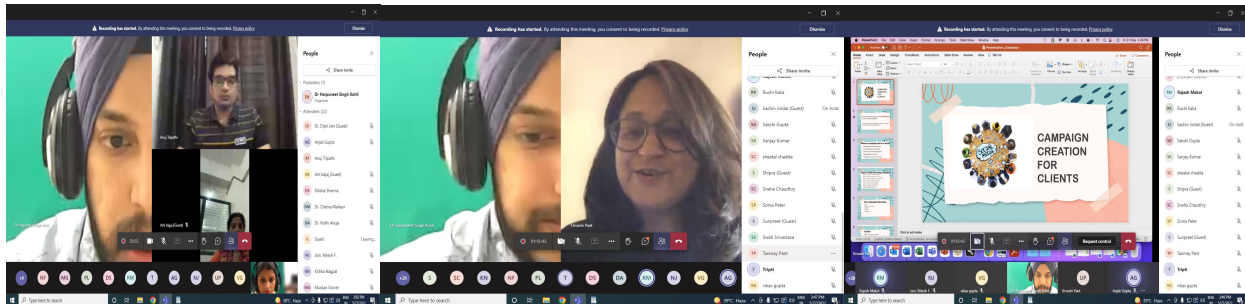


# E- MDP ON DIGITAL AND SOCIAL MEDIA MARKETING FOR BUSINESS GROWTH 27<sup>th</sup> & 28<sup>th</sup> MAY 2022

Our professional life has changed dramatically in the last few years. The most significant change, though, was how social media became the go-to platform for learning, finding new job prospects, and growing our companies. It only goes to illustrate how critical social media marketing is. Considering the flourishing opportunities and demand for digital and social media, Gitarattan International Business School provided the platform to give the participants an insight into how these platforms can be used for business growth, by organizing an e-Management Development Programme on “Digital and Social Media Marketing For Business Growth” on 27<sup>th</sup> and 28<sup>st</sup> May 2022.



The first day of MDP covered a practical approach on how to use digital and social media for business growth. Dr. Anuj Tripathi, Director, Affle India and Ms. Urvashi Pant, Chief Content Officer, MSL Group, Mumbai spoke on “Reaching wider audience through social media analytics.” The session taken by Dr. Anuj Tripathi was on big data and machine and how to acquire more customers through features like personalization. The session taken by Dr Urvashi Pant was on social media campaign. She explained in detailed the processes that how the campaign take shapes and why some campaign are popular while other are not. Both the speakers have taken live examples and cases in order to make the session interesting and interactive.

On day two of MDP, Dr. Tanmay Pant, Assistant Professor, Gitarattan International Business School and Dr. Sarika Ahluwalia, Assistant Professor, Gitarattan International Business School spoke on “Preface of digital and social media marketing with a special focus on tools available in modern times” and “Reaching wider audience through social media analytics,” respectively. Day 2 was focused on providing a theoretical knowledge to the participants. Dr. Tanmay Pant talked about various digital tools available in the market by giving examples of companies like Bajaj

Alliance and Max Life Insurance. Dr. Sarika talked about affiliate marketing by focusing on various techniques used in it, along with touching on points related to Ad Sense.

The MDP concluded with the interactive participation from the participants and the session ended with the vote of thanks to the guest.

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