

SEMINAR ON DIGITAL MARKETING TOOLS 9th JUNE, 2022

Gitarattan International Business School through its Institute Innovation and Entrepreneurship Cell (IIC) constituted under guidance of Ministry of Education Innovation Cell organized seminar cum workshop on ‘**Digital Marketing Tools**’ on 9th June 2022 from 12:00 PM – 01:00 PM. The resource person was **Dr. Anjali Gupta, Certified Innovation Ambassador and Associate Professor at GIBS**. This session was undertaken as a self-driven activity for the quarter 3 & 4 of IIC 4.0.



The session began with discussions over the key terminologies of Digital Marketing. Modern day commercial transactions or business activities are largely influenced by the invasion of digital marketing tools and transactions. While start up creation is still a challenge but it is now becoming relatively simpler due to digital marketing, as now companies need not heavily invest in capital infrastructure. Dr. Anjali Gupta is certified Innovation Ambassador by Ministry of Education IIC (MOE IIC) and faculty in the area of marketing. She in her session introduced various digital tools and explained on the usefulness of them for new age entrepreneurs and business man. Tools like Google Analytics and others provide information on the consumer needs and preferences which further can help improve entrepreneurs develop products or product prototypes. Dr. Gupta connected very well with the students and took questions from the participants during the session only to help them understand better. The session was well appreciated by the participants. Successful application of digital marketing does increase the chances of success for an entrepreneur so, it is important to focus on learning them and applying the skill for the market development.

Prepared By: Dr. Sheetal Chadda, Associate Professor, GIBS