



**JSPM's
JAYAWANT INSTITUTE OF MANAGEMENT STUDIES**

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**Webinar Report
(National)**

**Topic of Webinar – Branding through Digital Marketing
Webinar Date & Day – 17th June 2020**

Time – 11:00 AM (onwards)

About Guest – Guest: Mr. Sagar Saxena, Founder & CEO Fyxbuddy

Objectives-

- **To understand digital branding**
- **To achieve your business mission and goals on the web**
- **To learn how to promote digital marketing**

About Webinar—Digital marketing has emerged as a specialism over the last decade with its origins rooted in direct marketing. The increase in the number of personal devices and their use means brand marketers have many more ways of communicating directly and interactively with their target consumers or customers. Given this, it's no surprise that branding concepts should be applied to digital media and technology to develop brands through interactions with consumers on their digital devices. We'll look at some of the leading FMCG examples at the end of this article.

Branding through Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related). **Digital branding** is a term that's used rather loosely to describe all the different ways in which a business draws in its customers online. It includes a number of different aspects of marketing including SEO, **online** advertising, content marketing, social media, and influencer marketing

Skills Focused—

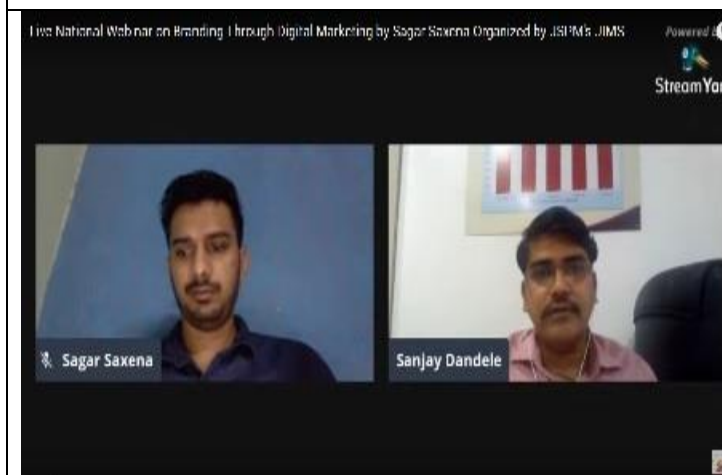
- Email Marketing Skills
- Social Media Marketing Skills(Facebook, Instagram, etc)

Outcomes –

- Participants were able to create their own Facebook ads
- Participant learned to target specific audience
- Participant learned to use digital marketing to retain customers

Total no. of Participants –More than 1000

Glimpses of the event –



<p>Prof. Sanjay Dandele Prof. Kumar Pawar Faculty Coordinator</p>	<p>Dr. Sudarshan Pawar Prof. Shweta Padale HOD (MBA/MCA)</p>	<p>Dr. Priyanka Singh Director</p>
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