



JSPM's
JAYAWANT INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, New Delhi, Recognised by Govt. of Maharashtra & Affiliated to SPPU, Pune University)
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Webinar Report

(National/International)

Topic of Webinar - Scope and Job Opportunities in Digital Marketing
Webinar Day & Date – Friday, 10th July, 2020

Time - 11 AM

About Guest - , Mr. Ashwani Paswan, Google Adwords Analyst

Qualification: BSc, Experience of 8+ Years in Digital Marketing and Brand Management, Specialising In Social Media Marketing.

Digital Marketing Trainer Specialised In Designing Social Media Strategy For Businesses.

He Has Worked Extensively On Google Adwords, Double Click For Search And Supervised All The Digital Marketing Operations at **Nimble-Hype**.

Has Worked For Many Leading Brands.

He Specialised In Strategizing, Designing And Implementation Of Digital Marketing Plans And Campaigns.

His Deep Understanding Of Online User Behaviour Helps Him Multiply Digital Marketing ROI [Returns on Investment] For His Clients.

He Loves Meeting People, And Exchanging Knowledge, Experience on a Digital Marketing Topic

Objectives- This interactive online course will help you or your team rapidly learn the fundamentals of successful digital marketing. It will guide you through how to create a structured plan to grow your business using digital marketing.

About Webinar – This webinar digital marketing e-learning course are to help learners:

1. Create a structured digital marketing plan and budget.
2. Identify the correct measures to set objectives and evaluate digital marketing

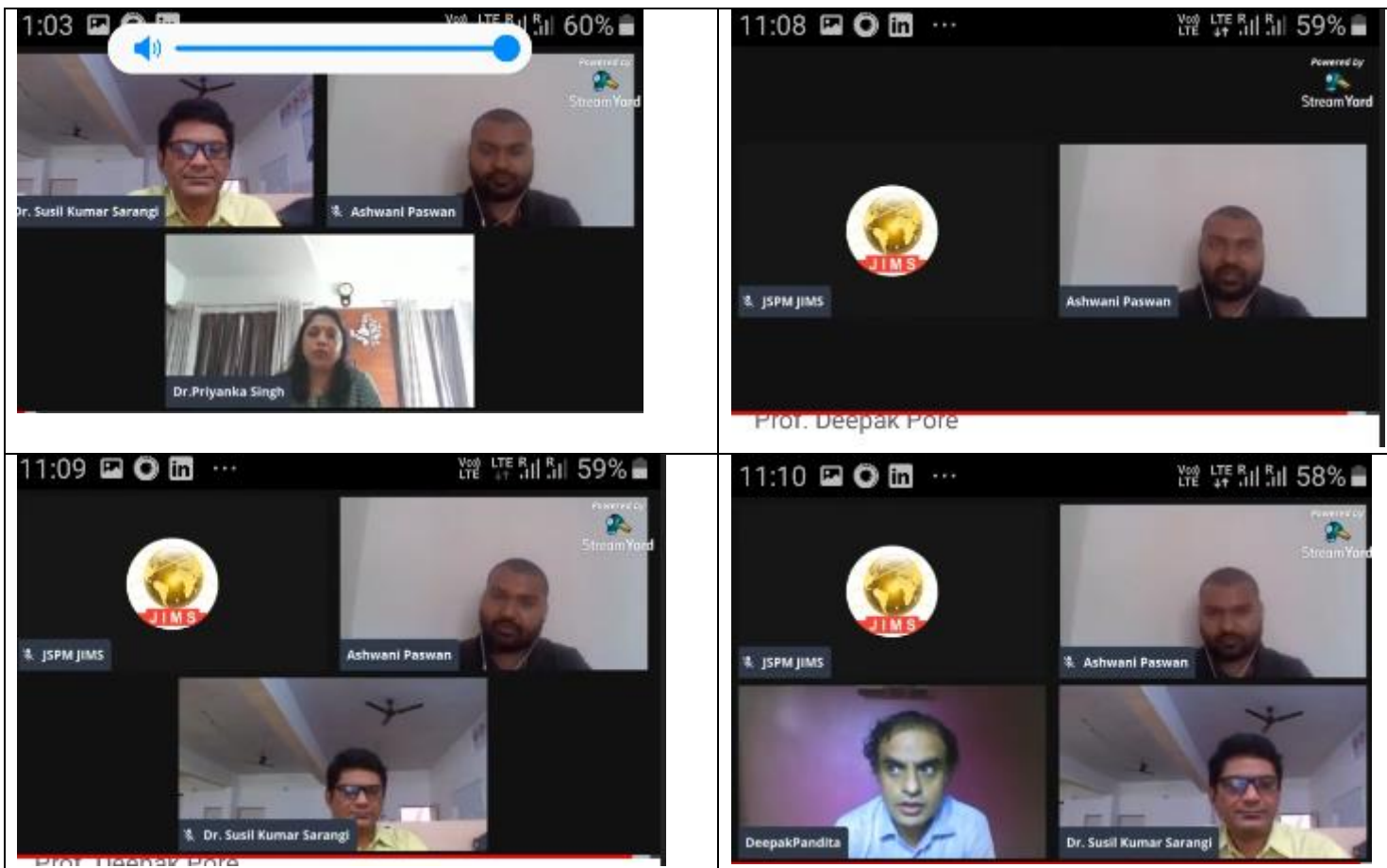
Skills Focused – How Digital Marketing Skills help in Opening Opportunities in Job Prospects

Outcomes:

- 1. Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing
- 2. Understand and follow the practical success factors to improve results from digital marketing

Total no. of Participants – 450+

Glimpses of the event –



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Faculty Coordinator	HOD (MBA/MCA)	Dr. Priyanka Singh Director
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