

EVENT REPORT

DIGITAL MARKETING WEBINAR

GCET ISA Student's Branch



The poster features a purple background with a circular inset image of Prinkit Patel, a man with a beard wearing a white vest over a black shirt, looking at a laptop. The text on the poster includes the GCET and ISA logos, the title 'WEBINAR ON DIGITAL MARKETING', the speaker's name 'PRINKIT PATEL', the date 'Date: 31 May 2020', the timings 'Timings: 4 PM to 5:30 PM', contact information for queries: 'Rushi Patel (+91 76210 18755)' and 'Tushar Isamaliya (+91 82007 61908)', and the host institution: 'G H Patel College of Engineering and Technology (A Charutar Vidya Mandal Institution)'. There are also logos for CVM University and a Sanskrit motto at the top right.

Introduction

The GCET ISA Students' Branch had organized this state-level webinar in which we had Prinkit Patel sir as the guest Speaker.

The topic of this webinar was Digital marketing.

This webinar took place on 31st May 2020 from 4 PM to 6 PM on a very fresh platform, "gotowebinar".

A total of 135 participants including 77 students from GCET and 58 non-GCET students registered for this webinar.

The student coordinators for this webinar were Rushi Patel and Tushar Isamaliya.

About the speaker

At the age of 18, Mr. Prinkit Patel sir founded Change Vadodara Campaign which is currently one of the biggest organizations of the time. This journey helped him to experience a lot of Skills, daily organizational problems. He became self-sufficient by gaining knowledge of all the fields of work. Let it be cleaning the floor to designing & executing a million-dollar project. His Organization's growth went from 1 to more than 600 members is his achievement.

He has achieved his Bachelor's degree in Mechanical Engineering from Babaria Institute of Technology, Vadodara. He has studied Organizational Management from IIM, Ahmedabad. He is the founder of 3 huge organizations which are PRINKIT.IN, BLUEHAT & the most famous CHANGE VADODARA CAMPAIGN.

He is also volunteering for the foundation of DRUG-FREE WORLD, HUNGARY.

He has been certified by GOOGLE for FUNDAMENTALS IN DIGITAL MARKETING, he has also been certified by Udemy for the topic of PYTHON FOR DATA SCIENCE.

Sir has a huge name as well as a reputation in the field of Digital Marketing and never steps back in encouraging young minds.

About the webinar

Digital marketing is the component of marketing that utilizes the internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing

combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

The webinar commenced with a brief intro about the topic as well as giving a warm introduction of Mr. Prinkit Patel Sir and Engr. Jagdish Shukla sir, the ISA Gujarat Section Head by Rushvit Mistry.

Before commencing this webinar, we got the honor to have Jagdish Shukla sir who gave a brief intro to ISA Gujarat Section and the various types of events that ISA conducts in number of different college branches.

In this webinar Prinkit sir explained the concept of marketing by giving various examples from day to day life. He talked about global reach, lower cost, Trackable results, Precise Targeting, and personalization, and Real-Time measurements.

He also discussed how a buyer's mind thinks before buying any product and that includes three major steps:

- Awareness
- Consideration
- Decision

Various topics such as Search Engine Optimization (SEO), Search Engine Marketing (PPC), Email Marketing, Content Marketing, Remarketing, Influencer Marketing, and E-listing were discussed.

In the end a very informative Q&A session was covered by Prinkit Patel sir. The webinar ended by giving a vote of thanks to Mr. Prinkit Patel sir, our faculty convenor Dr. Jatin J. Patel sir as well as the technical team of GCET ISA Students branch and the volunteers who helped in making this event a great success conducted by Rushvit Mistry.

Snapshots from the event

