



Indian Society for Technical Education

“Webinar on Digital Marketing”

Organized by

GCET ISTE STUDENT CHAPTER

and

Computer Engineering Department

DATE: 30TH April, 2021

FACULTY COORDINATOR:

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ABOUT ISTE

The Indian Society for Technical Education (ISTE) is the leading National Professional non-profit making Society for the Technical Education System in our country with the motto of Career Development of Teachers and Personality Development of Students and overall development of our Technical Education System. At present, ISTE has a very large and an effective membership base consisting of more than 1,02,985 Life Members, 5,54,094 Student Members, 2410 Institutional Members (including IITs, IISc, NITs and other leading technical institutions), 1214 Faculty Chapters and 1322 Students' Chapters and 17 Sections throughout the country.

The major objective of the ISTE is to provide quality training programs to teachers and administrators of technical institutions to update their knowledge and skills in their fields of activity and to assist and contribute in the production and development of top-quality professional engineers and technicians needed by the industry and other organizations. Recently GCET ISTE student chapter was given the best student chapter in Gujarat



Digital Marketing – An Overview

“Ignoring Digital Marketing is like representing your business without any audience.”

Implementing this quote in real life we organized webinar named “**Digital Marketing**” for 2nd and 3rd year students of all department.

The speaker for the event was Ms. Richa Pathak.

She has more than 7 years of experience in the field of digital marketing. Ma’am is also a founder at SEM updates. In the past 8 years, Ma’am has worked with more than 10 industries, has trained more than 2500 people, wrote 50+ articles in top marketing magazines and has completed 45 projects successfully.

The speaker’s experience took this webinar to another level. She presented a power point presentation which was made in such a manner that neither a fresher nor an experienced person can get bore of it.



Picture summary of the event :

The image is a collage of four screenshots from a webinar. The top-left screenshot shows a Zoom meeting interface with a grid of participants and a list of names on the right. The top-right screenshot is a title slide for a webinar titled "[Webinar] The Future of Digital Marketing" presented by Richa Pathak, a Digital Marketing Mentor and Founder & Editor at SEM Updates. The bottom-left screenshot features a circular diagram titled "Types of Digital Marketing" with various categories around it, including Email Marketing, Influencer Marketing, Viral Marketing, Mobile Marketing, Radio & T.V Ads, Electronic Billboards, Search Engine Optimization, Pay Per Click, Social Media Marketing, and Content Marketing. The bottom-right screenshot is a slide titled "Digital Marketing Scope" listing job profiles such as Trainer, Freelancer, Marketing consultant, Content creator, YouTuber, Growth hacker, and Affiliate marketer, with a video inset of the speaker, Richa Pathak.

Conclusion:

We had a total of 60 participants actively attending the webinar with their keen interest. The best part of this whole event was question-and-answer session in which many of them were guided for their works and also the freshers to this topic got a clear idea and inspiration to go ahead into this field. And all reviews were positive from the audience side.



ATTENDANCE SHEET

Serial No.:	Name	Serial No.:	Name	Serial No.:	Name
1.	Aayush Boliya	21.	Kishan Mirani	41.	Shashwat Bhatt
2.	Alisha Rani	22.	Kunal Patel	42.	Shruti Handa
3.	Amogh Desai	23.	Manik Gupta	43.	Shubham Paghdar
4.	Anurag Sen	24.	Mihir Bharvadiya	44.	Sitanshu Goradia
5.	Mayank Asnani	25.	Mital Vinzoda	45.	Vaidik Vyas
6.	Avani Chavda	26.	Monik Patel	46.	Vatsal Patel
7.	Bhumika Ailawadi	27.	Jaydeep Mojidara	47.	Vraj Mistry
8.	Jaydeep Chauhan	28.	Vijaykumar Mulani	48.	Sakshi Patel
9.	Jainit Dave	29.	Muskan Sharma	49.	Krinal Darji
10.	Dhananjay Dave	30.	Neel Mavani	50.	Jupin Lathiya
11.	Dhruvi Vadariya	31.	Nikunj Dhankhara	51.	Elvin Khunt
12.	Dhruvil Nakum	32.	Parth Kalariya	52.	Deep Pancholi
13.	Dhyey Dodiya	33.	Nandani Patel	53.	Ishan Jariwala
14.	Jainam Gandhi	34.	Palak Patel	54.	Vraj Patel
15.	Dhruv Gohel	35.	Vrundkumar Patel	55.	Parth Rana
16.	Raj Gothi	36.	Priyank Padaliya	56.	Kishan Kumawat
17.	Hardil Dave	37.	Kaushal Radadiya	57.	Raj Raiyani
18.	Jay Ajwani	38.	Radhika Vithalani	58.	Dhwanil Dalwadi
19.	Kanaiya Patil	39.	Riya Patel	59.	Fultariya miraj
20.	Kanika Sooden	40.	Sagar Gohil	60.	Ravi Kasampara