



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
(A unit of Maharaja Agrasen Technical Education Society)

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Tel. Office: 8448186947, 8448186950 www.maims.ac.in

SESSION ON “DIGITAL MARKETING TACTICS FOR STARTUPS”

September 22, 2019

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized a session on “Digital Marketing Tactics for Startups” on 22nd September 2019. The session focused on educating students about digital marketing tactics for startups. In total 114 students attended the session. It was a great learning experience for the students.

Sorav Jain, founder renowned digital marketing blog(www.soravjain.com) and a digital marketing agency in Chennai named “Echovme” interacted with the students and explained various steps involved in digital marketing for startups. He said to get the ball rolling, the first thing to do is to create a website to showcase your startup. Create a professional website that loads fast and looks good on both desktop and mobile. Make sure that users can understand by visiting your homepage, who you are and how you can help them. The session was very interactive and informative.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Riya Sharma, Assistant Professor, Department of Business Administration, (MAIMS) presented a memento to Sorav Jain as a token of gratitude.

The students learned about steps of digital marketing in detail and showed great interest in the webinar.

