



Maharaja Agrasen Institute of Management Studies

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Digital Chaupal : An Interactive session on Digital Marketing

November 4, 2019

"Keywords are the king of social media marketing" digital media marketing manager, Adobe Pvt. Ltd., Mr Nipun Jain said in an interactive session "Digital Chaupal " organised on 4th November 2019 by Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management studies.

During this interactive session, guest speaker shedded light on the basics of digital media marketing and also enlighten students with the concept of keywords, adwords, SEO & campaigning for digital media. The informative discussion was followed by a brainstorming session of question-answer round. He had interesting tactics to retain the attention the audience; He gave the real essence of social media marketing to the students by asking them to do an interesting activity of designing 5 keywords for their respective business.

The seminar lasted for about 2 hours and the vote of thanks was given by Prof Dr. Vinita Gupta. The students thoroughly enjoyed the seminar leaving the room with a fortified mind and happy faces. More than 50 students participated in the session.

