



Maharaja Agrasen Institute of Management Studies
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION, MAIMS

Webinar and Quiz

Digital Marketing: Ingenuity and Creativity

9th September 2021

G-Meet Link: <https://meet.google.com/kwf-zbxz-gcr>

REPORT

“Good marketing makes the company look smart. Digital marketing makes the customer feel smart.”

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. With this spirit, the Department of Business Administration, MAIMS under the aegis of IQAC organized a Webinar and Quiz on ‘Digital Marketing: Ingenuity and Creativity’ on September 9, 2021. The webinar had the humble presence of Prof. Ravi Kumar Gupta (Director, MAIMS), Prof. V.K. Khurana (HOD, Business Administration), faculty members and students across Delhi NCR and beyond. Nearly 125 students registered and attended the webinar.

The webinar commenced with the welcome address extended, by Ms. Riya Sharma, Associate Professor -Business Administration and Convener of the Webinar followed by the kind blessings of Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, and Prof. (Dr.) V. K. Khurana, Head, Department of Business Administration, MAIMS. They appreciated the theme of webinar and its relevance in the contemporary times, and congratulated all the students for their zeal to learn and wished them the best for their future.

The speaker of the webinar Mr. Vineet Khurana, is a Pro Bono Consultant, Educator and a Free Lance Digital Marketer. He is an engineer MBA and PG in operation in qualification and has an experience of over 24 years.

Mr. Vineet Khurana began his talk by apprising the students with the basic knowledge and elements of Digital Marketing. He inculcated the students on the impact towards the role of Digital Marketing, its keywords and its indispensability and the techniques to select keywords in title paragraph and Facebook & Instagram marketing. Further he also explained that digital marketing runs on the moto of “CONTENT IS THE KING”. He explained SEO being used as part of a waterfall development process: create content, publish content, optimize content and also shared new best practices for creating content that is pre-optimized for optimal search and mobile performance. He also explained to the students about the contemporary marketing practices like affiliate marketing, viral marketing and emphasized on the need of their organic evolution. Mr. Vineet Khurana helped the students to clarify their doubts about the digital world, and the skill-set they should work upon to be a successful digital marketer.



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The session turned out to be an extremely learning and fruitful experience for the participants. The student's enthusiasm in the webinar was visible from their willingness to interact with the speaker at great length. Mr. Vineet Khurana very patiently handled all the queries and doubts of students. The session was followed by a Quiz on Digital Marketing. The students showed immense enthusiasm. The top 3 performers of the quiz, Riya Srivastava, Student, BBA, MAIMS; Ankit Kumar, Student, BBA, MAIMS; and Saeed Ahmad, student B. Com, Zakir Hussain College won a cash prize of Rs. 500/- each. Ms. Shikha Sharma, Assistant Professor, Department of Business Administration & Co-convener of the webinar proposed a warm vote of thanks to all the dignitaries and participants of the webinar.

With immense learnings as a take away, the organizing team wishes all the participants a beneficial learning curve in their journey of knowledge.

Organizing Committee:

- **Ms. Riya Sharma, Associate Professor - Business Administration**
- **Ms. Shikha Sharma, Assistant Professor - Business Administration**
- **Mr. Mohammed Ibrahim, Student Coordinator, BBA Program**
- **Mr. Aayush Kathuria, Student Coordinator, BBA Program**

Glimpses of the Event





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The screenshot shows a Google Meet interface with a grid of 40 participants. The participants' names are visible below their video thumbnails. The names include: SIMRAN GAMB..., Vinayakshi Gu..., Vineet Khurana, mohammad ibrahim ta..., Sumedha Dutta, HOD Business..., Shikha Sharma, Shweta Rastogi, Rashi Aggarwal, Rahul Agarwal, Usha Nar, Taniya Gupta, SANYUKTA, Manav Jindal, SAMRIDHI JAIN, ABHISHEK KUM..., MUSKAN YADAV, Sushila Gupta, Dhruv Tayal, KASVI MAL, JITYA TANEJA, Monica Sharma, Arpit Mahajan, MAHEEP SINGH..., JANVI DUBEY, PRIYAL JINDAL, swati kuthra, Sarita Garg, SAURABH PAUR..., ANMOL VASU, KUSHAL JAIN, Pranjal Chandra, ADITYA, Ritudeep Kaur, PRERIT HURIA, Ekta Bagan, Abhijeet Solanki, Abhilash KAR..., 61 others, and You. The interface includes a 'REC' indicator, a notification about extensions, and a bottom toolbar with icons for mute, video, chat, and other meeting controls. The system tray at the bottom shows the time as 15:13 on 09-09-2021.

The screenshot shows a Google Meet interface with a presentation slide titled "Digital Marketing Objectives". The slide content includes:

- Increase Awareness**
- Reach The **Right Audience**
- Engage the Right Audience
- Motivate Audience to take Action
- Ensure **Efficient** Spending on Campaign
- Maximize ROI**

To the right of the text is a circular diagram labeled "Flywheel Model" with four segments: "Attract" (top), "Engage" (right), "Delight" (bottom), and "Promote" (left). The diagram is surrounded by the words "Swingers" (top), "Customers" (bottom), "Promoters" (left), and "Responders" (right). Below the diagram is the text "Flywheel Model".

The meeting interface shows a "REC" indicator and a notification "Vineet Khurana is presenting". The bottom toolbar includes icons for mute, video, chat, and other meeting controls. The system tray at the bottom shows the time as 15:27 on 09-09-2021.