



Maharaja Agrasen Institute of Management Studies
(A unit of Maharaja Agrasen Technical Education
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DEPARTMENT OF COMMERCE

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Prof.(Dr.) Manju Gupta
Head, Department Commerce

Tuesday, 19th March 2025

Report: **Session on Influencer and Social Media Marketing**

Academic Year: 2024-2025

Name of Event: Session on Influencer and Social Media Marketing

Date of the Event: 18th March 2025

Time of the Event: 11.00 pm onwards

Venue: Room no. Seminar room, 9th Floor

Resource Person: Prof (Dr). Surabhi Singh, GL BAJAJ Institute of Management and Research

Number of Students participated: 61

Convener- Ms. Taranpreet Kaur

The Department of Commerce, MAIMS, organized a Guest Lecture on **INFLUENCER AND SOCIAL MEDIA MARKETING**, the seminar aimed to educate marketers, business owners, and content creators on the latest trends, strategies, and best practices in leveraging influencers and social media for brand growth.

The key objectives of the seminar were:

- To understand the impact of influencer marketing on brand visibility and consumer behavior.
- To explore effective social media marketing strategies for businesses.
- To learn about content creation, engagement, and audience targeting.
- To discuss the latest tools and trends shaping digital marketing.

During the session following concepts were discussed

1. The Power of Influencer Marketing
2. The rise of influencer marketing and its effectiveness.
3. Types of influencers (Mega, Macro, Micro, Nano) and how to choose the right one.
4. Measuring ROI (Return on Investment) in influencer campaigns.
5. The importance of content strategy and storytelling.

6. Best practices for engagement on platforms like Instagram, TikTok, and LinkedIn.

7. Paid vs. organic social media marketing.

8. Case Studies & Success Stories


9. Featured successful influencer campaigns from leading brands.

10. Discussion on challenges and solutions in influencer collaborations.

The Influencer and Social Media Marketing Seminar successfully provided valuable insights into the evolving digital marketing landscape. Attendees gained practical knowledge and strategies to enhance their marketing efforts. The event was well-received, and future sessions can build upon its success by incorporating more interactive and specialized content.

GLIMPSES OF THE EVENT



 GPS Map Camera



New Delhi, Delhi, India
Rohini Sector 22, New Delhi, Delhi 110086, India
Lat 28.718351, Long 77.066363
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