



Topic: “Mobile Commerce, Social Commerce, IoT and Workshop on writing blog, animated videos and info graphics”

Date: 12th, 15th, 17th April 2021

Venue: Online Platform



Faculty coordinators: Dr Kajal Maheshwari

Students Coordinators: Mr.Sanket Kumbhar

No of students participated:

Date	Number of hours	Number of students
12/04/2021	01	122 ✓
15/04/2021	01	119 ✓
17/04/2021	02	126 ✓

No of Faculty participated:02

Date: 12th, 15th, 17th April 2021

Report:

A guest lecture on “Mobile Commerce, Social Commerce, IoT and Workshop on writing blog, animated videos and info graphics” was conducted by Mr. Rahul Gadekar, Stanford LEAD | Digital Advisory | Visiting Faculty Symbiosis (SIBM& SIMC), under the subject - Digital Business. Mr.Rahul is a Digital Marketing & Programmatic Advertising professional with 12+ years of experience with diverse roles in Digital Media arena. The event was hosted by Mr.Sanket Kumbhar from MBA 1ST Year under the guidance of Dr. Kajal Maheshwari.

After brief introduction by the host Mr.Sanket the session was handed over to the speaker Mr.Rahul who shed light on how to develop a digital business strategy that puts businesses in all the places their followers are already hanging out, then using a variety of digital channels to connect with them in a multitude of ways to expand the reach effectively.



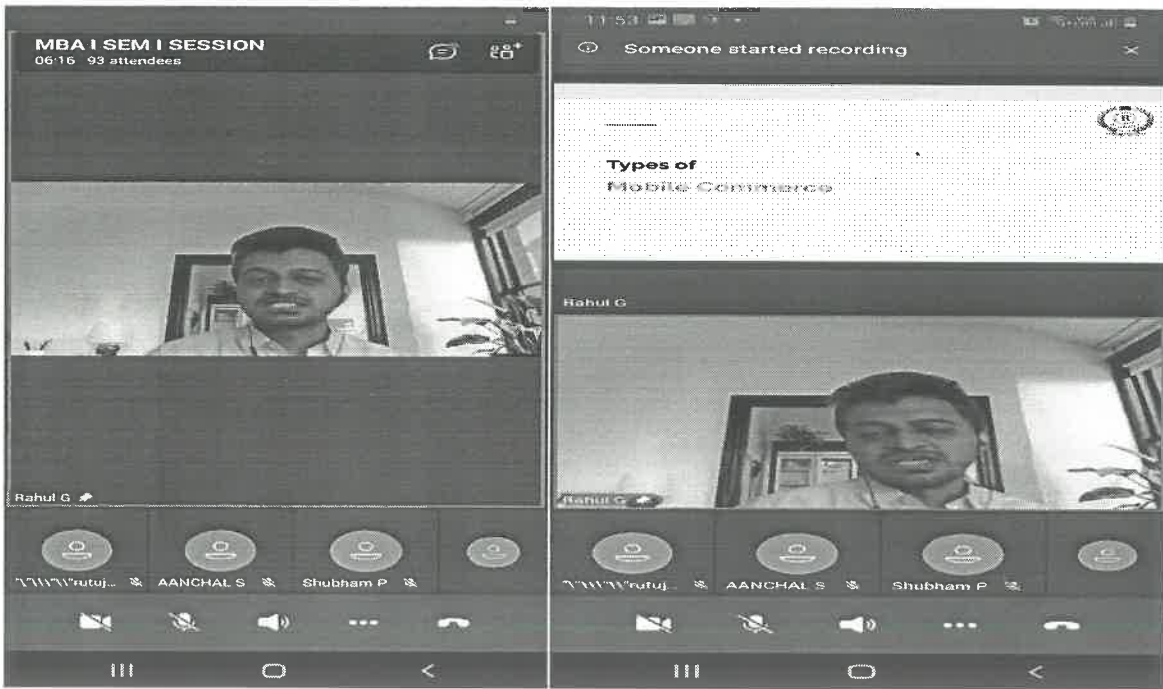
The Speaker focused on...

- 1) M-commerce and its utility in digital business.
- 2) Social media to share your content and then engage audience with social commerce
- 3) Search engine optimization (SEO) to optimize your content, so it will show up when someone is searching for the information you've written about.
- 4) Advertising to drive paid traffic to your website, where people can see your offers.
- 5) Designing Infographics in CANVA
- 6) Blogging and the trends in blogging,
- 8) VR Ad Campaigns and IoT.

The session started with an overview of the E-commerce sector and the various upcoming segments in the same. And then went on to address Digital Business-its need and relevance in the current marketing scenario. He clarified the role of multi-channel E-Commerce in Digital Business. It explained how a search engine works and what the types of searches involved are. Also highlighted the importance and relevance of “push” and “pull” marketing in digital marketing. The SEO tools and their uses, techniques of using right tools to enhance digital business strategy and functional use of CANVA was discussed with hands on. VR marketing campaigns and their impact on consumer was an interesting topic of discussion. Blogging and Micro-Blogging was explained and a brief summary was provided on how to find a niche and effectively attract target audience. The session got interactive towards the end of each of the 3 days and you could see the interest of the students as they could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic. The guest was given a vote of thanks at the end of the workshop cum session by both the host and the Faculty Co-ordinator along with an E-Group Photo Snap.



Photos:



Dr. Kajal Maheshwari
Faculty coordinator



Dr. Kirti Dharwadkar
Director

