



A Workshop on “Digital Marketing” by Neesoftware IT Services, Surat.

Mr. Neel Gupta, from Neesoftware IT Services, Surat engaged a workshop on “Digital Marketing” at our institute. There were total 55 Students of final year Computer Engineering who have participated in the workshop. The workshop was held for 2 days on 26th and 27th of July, 2018.

Following topics was covered under the workshop:

Day 1: Need of Digital Marketing in current times and related tools overview.

Day 2: Deep dive into using Digital marketing techniques effectively and a short practical test.

Technology is integrated into our lives more than ever before. We own smartphones, conversational AI devices such as Amazon Alexa and Google Home, laptops, and tablets. With so many people online, it's essential for businesses to be online as well. Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

SEO (Search engine Optimization) can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts.





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