

**Uka Tarsadia University**  
**Chhotubhai Gopalbhai Patel Institute of Technology**  
**Department of Information Technology**

**A REPORT ON**  
**Two Days workshop on**  
**“Digital Marketing”**  
**on**  
**24<sup>th</sup> - 25<sup>th</sup> January, 2020**

<b>Organizing Department</b>	<b>Department of Information Technology</b>
<b>Chief Patron</b>	Dr. D. R. Shah
<b>Patron</b>	Dr. R.V. Patil
<b>Convener</b>	Ms. Palak V. Desai
<b>Coordinators</b>	Ms. Monali Gandhi Ms. Krishna Delvadia
<b>Organising Committee</b>	Ms. Aayushi Shah
<b>Target Audience</b>	Faculties, UG students
<b>Total Number of Participants</b>	71
<b>Date of Programme</b>	24 <sup>th</sup> and 25 <sup>th</sup> January 2020
<b>Eminent Speakers</b>	Mr. Nikul Patel



## SCHEDULE:

### Day 1

Sr. No.	Time	Session Detail	Venue
1	9:00 am to 9:30 am	<b>Registration and Breakfast</b>	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
2	9:30am to 9:45 am	<b>Inauguration</b>	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
3	9:45 am to 11:30 am	Expert Session- I [Mr. Nikul Patel] Introduction of Digital Marketing, Search Engine Optimization.	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
4	11:30 am to 12:15 pm	<b>Lunch Break</b>	Mesh Canteen
5	12:15 pm to 2:00 pm	Expert Session- II [Mr. Nikul Patel] Fundamentals of Search, How to Earn Money from Internet.	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
6	2:00 pm to 2:20 pm	<b>High-Tea</b>	D-Point, 2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
7	2:20 pm to 3:30 pm	Expert Session- III [Mr. Nikul Patel] Hands on: Social Media Strategy	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college

### Day 2

Sr. No.	Time	Session Detail	Venue
1	9:30 am to 10:30 am	Expert Session- IV [Mr. Nikul Patel] Advanced Search Engine Marketing, Social Media Channel Understanding	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
2	10:30 am to 10:45 am	<b>Breakfast</b>	D-Point, 2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
2	10:45am to 12:45 am	Expert Session- V [Mr. Nikul Patel] Hands on-Paid Advertising – (Google Adwords & Google AdSense)	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
3	12:45 am to 1:30 pm	<b>Lunch Break</b>	Mess Canteen
4	1:30 pm to 3:30 pm	Expert Session- VI [Mr. Nikul Patel] Digital Analytics	2 <sup>nd</sup> Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba

			college
5	3:30 pm to 3:45 pm	<b>High-Tea</b>	D-Point, 2nd Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
6	3:45 pm to 4:30 pm	Expert Session- VII [Mr. Nikul Patel] Email Marketing, and job opportunities in the field of digital marketing	2nd Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college
7	4:30 pm to 4:45 pm	<b>Valedictory</b>	2nd Floor-Computer Lab, Raman Bhakta School of Architecture, Maliba college





## **DETAILS OF THE WORKSHOP:**

Information Technology Department of Chhotubhai Gopalbhai Patel Institute of Technology, Uka Tarsadia University had organized Two Days workshop on "Digital Marketing" on 24th - 25th January 2020.

The workshop was started with an inauguration function at Computer Lab, Raman Bhakta School of Architecture, Maliba college. The aim of this workshop is to make the students aware about the significance and need of Digital marketing with its application. This workshop will provide a platform to learn new tools and technologies to explore various application areas of Digital marketing under the guidance of eminent expert working in these field.

**Session I:** Introduction of Digital Marketing, Search Engine Optimization.

**Expert of the session:**

**Mr. Nikul Patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India.]**

Mr. Nikul patel was the key note speaker of the workshop. He had discussed basics of Digital marketing with its types and various fields where the current research is going on. Later he had enlighten participants regarding field of search engine optimization, its fundamentals and applications.

**Session II:** Fundamentals of Search, How to Earn Money from Internet.

**Expert of the session:**

**Mr. Nikul Patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India.]**

Mr. Nikul patel had first make everyone aware about basics behind any search process, its significance. He had also discussed regarding scope to generate revenue from digital marketing. He has explored various possible aspects behind digital marketing and why anyone should adapt it for the different motives. He has also discussed the real time case studies on which they are working for better understanding of students.

**Session III:** Social Media Strategy (Hands-On)

**Experts of the session:**

**Mr. Nikul Patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India.]**

Mr. Nikul patel has discussed different social media strategies that can be adopted on any social networking or professional networking sites. They have also shown the implementation of the same on LinkedIn. After which students have performed the same and analysed which strategy to use as per the requirement.

**Session IV:** Advanced Search Engine Marketing, Social Media Channel Understanding

**Expert of the session:**

**Mr. Nikul Patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India]**

Mr. Nikul patel has discussed several advanced techniques for search engine marketing. He has also discussed the working of any social media channel and the role of digital marketing inside it.

**Session V:** Paid Advertising – (Google Adwords & Google AdSense)-Hands on

**Expert of the session:**

**Mr. Nikul Patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India]**

Mr. Nikul patel has demonstrated the working of Google AdSense and Adwords with all the supported features. He has shown and explored various paid as well as free advertising tools and its suitability with respect to need.

**Session VI:** Digital Analytics

**Expert of the session:**

**Mr. Nikul patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India]**

Mr. Nikul patel has explored in detail that how one can utilize the feature of digital analytics provided by many of existing digital marketing tool. He has also discussed the techniques using which you can improve the visibility of your event/workshop/page at nearby or at global platform.

**Session VII:**

**Expert of the session:** Email Marketing, and job opportunities in the field of digital marketing.

**Mr. Nikul patel**

**[Co-Founder & CEO, Digital Media Group of Companies, Ahmedabad, Gujarat, India]**

Mr. Nikul patel has discussed the marketing strategies that can be adopted in E-mail as well as discussed various job opportunities in the field of digital marketing.





**GLIMPSE OF THE WORKSHOP:**



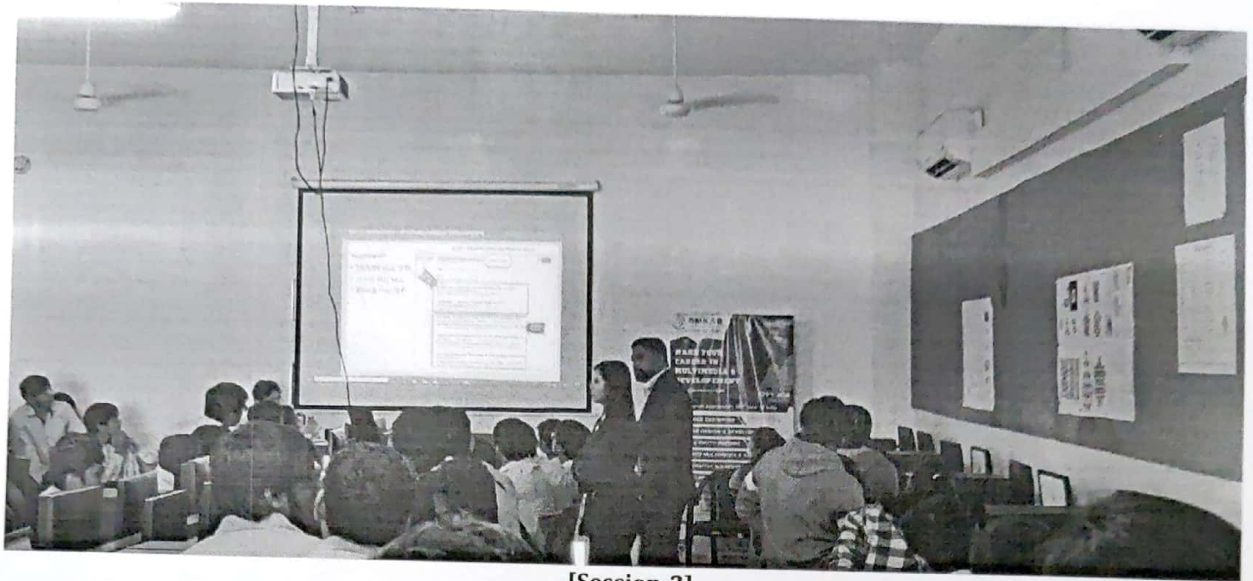
**[Inauguration]**



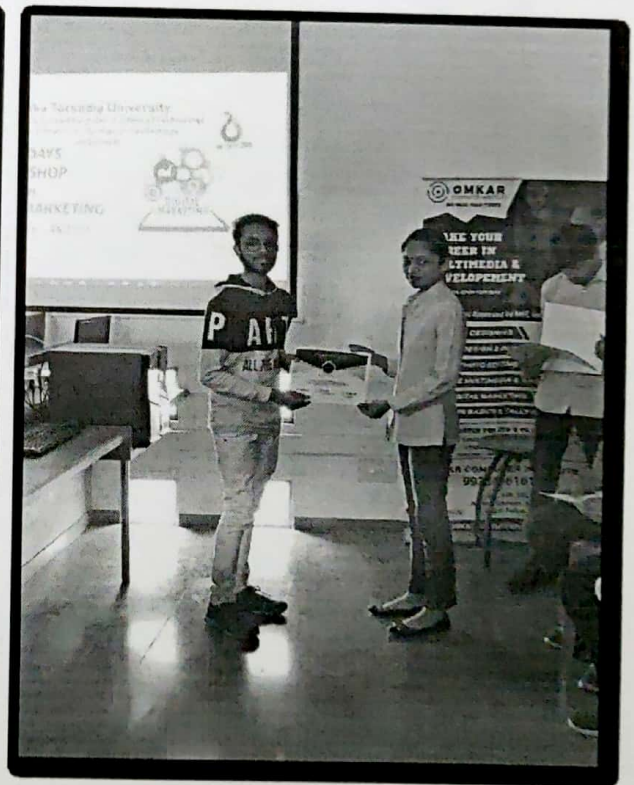
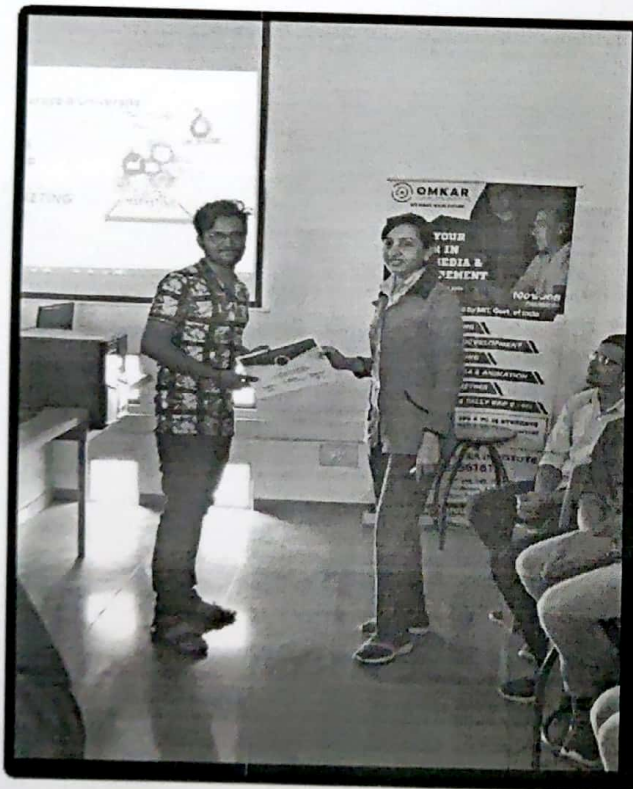
**[Session-1]**







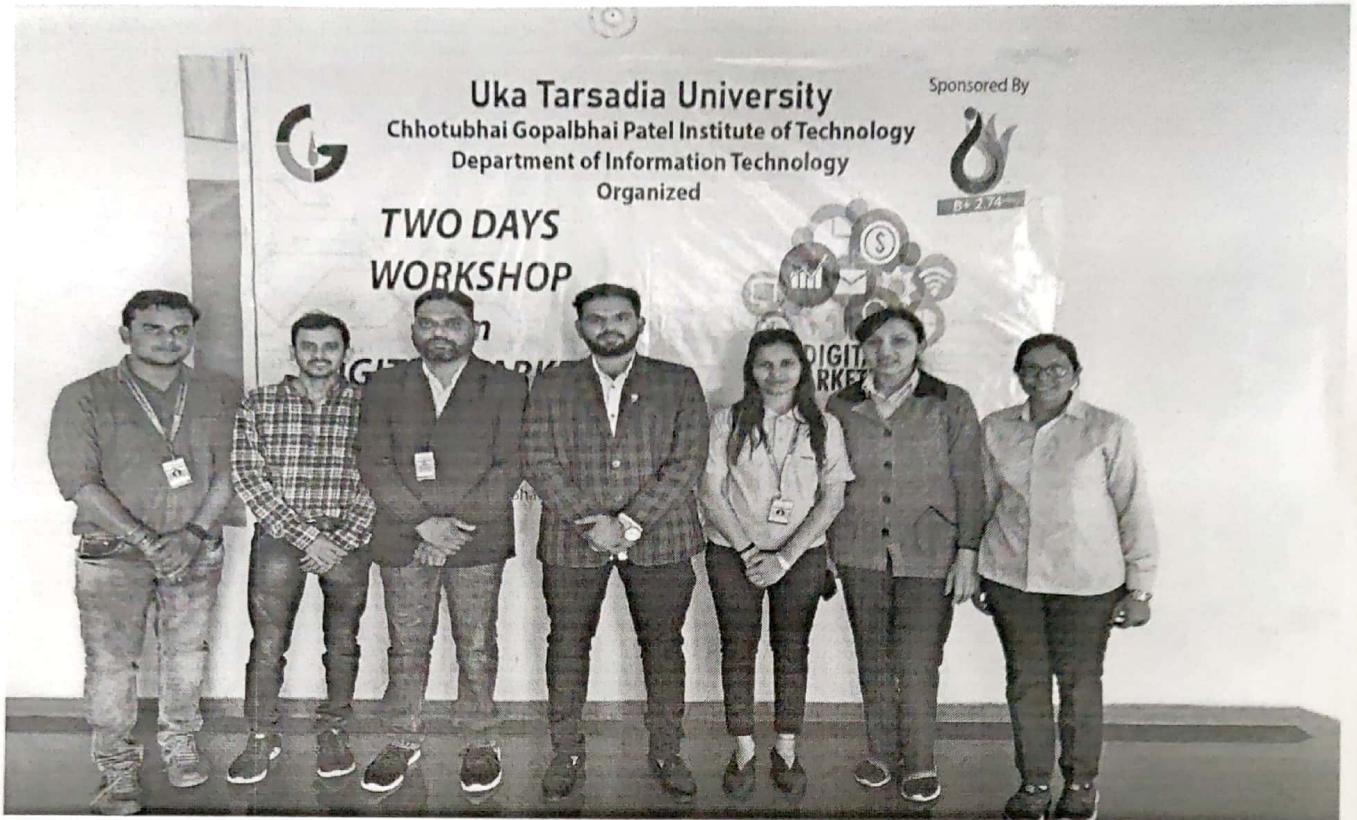
[Session-2]



[Facilitation of students]







[Workshop Team-Expert with faculty coordinators]



[Digital marketing team with students]

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