

Grow Digital

Digital Marketing Workshop: A Report

“Grow Digital”, a 2-day Workshop (Hands-on training Programme) on Digital Marketing, was conducted by Techno Club in association with GenX Soft Technologies Pvt. Ltd. at IBS Jaipur from 07.07.2022 to 08.07.2022. The workshop started with the welcome address by the Techno Club Coordinator, who welcomed Mr. Ashish Kumar Mishra, Managing Director, GenX Soft Technologies Pvt. Ltd. and the team GenX.

Dr. Archana Rathore, Associate Dean, IBS Jaipur, along with faculty colleagues Dr. Avinash Gupta, Dr. Shivangani Rathore, and Dr. Payal Phulwani also graced the workshop with their presence.

Dr. Archana Rathore, Associate Dean, IBS Jaipur addressed the gathering and highlighted the importance of these workshops in the career of any student.

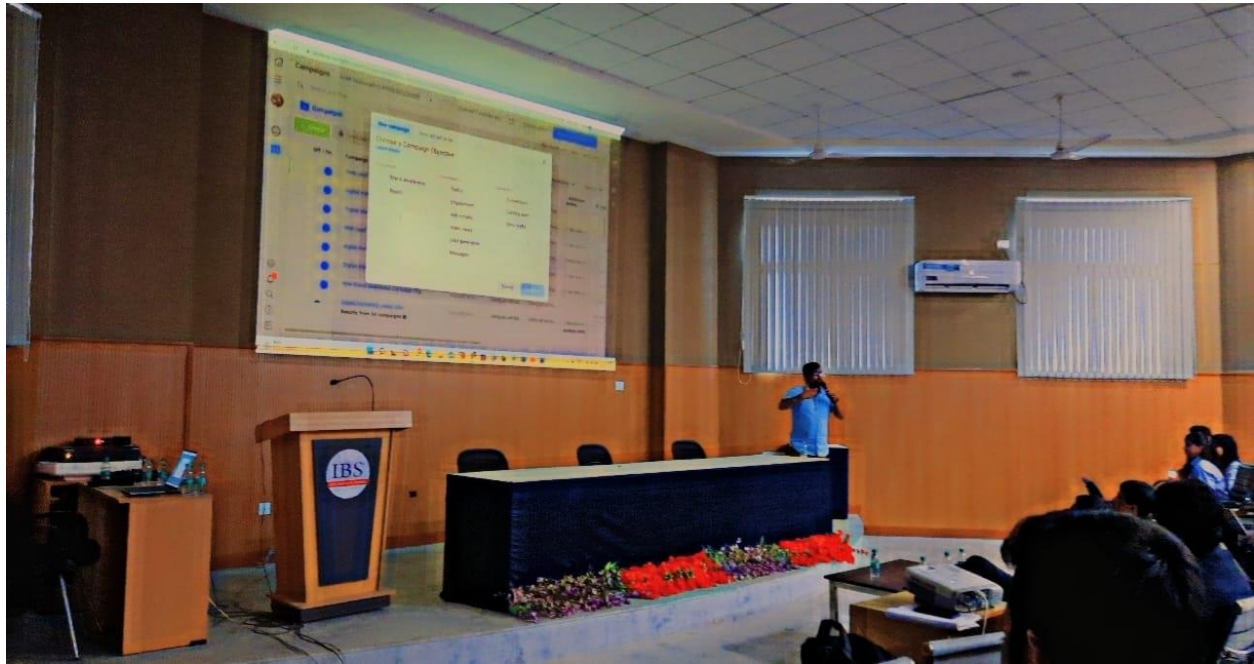
Mr. Ashish Kumar Mishra, Managing Director, GenX Soft Technologies Pvt. Ltd. has designed this workshop to make participants more effective in developing and executing digital marketing strategies.

The first day was about the introduction of Digital Marketing domain and the necessity of digital marketing in current competitive world. The students experienced the practical usage of various Digital marketing tools.



In continuation of the first day practical exposure, second day also Mr. Ashish Kumar Mishra practically explained how to optimize website's pages to achieve the best position possible on search engine result pages (SERPs) and how to

design a Facebook Marketing Campaign to increase website traffic, engagement, brand awareness etc. The GenX Team also helped the students during practical.



Total 111 students along with 15 volunteers from MBA First and Second year attended the workshop and gained practical knowledge about Digital Marketing concepts.

The workshop ended successfully with a vote of thanks by Ms. Sakshi Chandel, Techno Club Coordinator.