

**Name of the Event:** - Guest Lecture on "Digital Marketing"

**Resource Person:** - Mr Muktesh Sharma

**Date:** - August 28,2019

**Attended by:** - CSE (5<sup>th</sup> Semester)

**Venue:** JIMS Engineering Management Technical Campus, Greater Noida.

Seminar on "Digital marketing" was conducted on 28<sup>th</sup> August 019 by Mukteesh Sharma of Mapping Skills team at JIMS Engineering Management Technical Campus, GREATER NOIDA .He introduces our students with the latest field of “Digital Marketing” and how it is impacting our routine life.

He discussed various question related to Digital Marketing like

1. Explained difference between Traditional Marketing and Digital Marketing.
2. Reasons why digital marketing is one of the best career option to choose.
3. Search engine optimization and its types- white hat SEO , black hat SEO ,grey hat SEO
4. Techniques of SEO - on page SEO and Off Page SEO
5. Explained about Google keyword planner
6. Consumer Barometer
7. Social media optimization
8. Social media marketing- paid advertisement
9. Search engine marketing
10. Web analytics tools google analytics and google analytics 360, crazy egg.

At the end of session student were having knowledge of Digital Marketing as another emerging field

