

MDP- Monetizing your Business through Digital Marketing Efforts on 28th November 2015

With wider penetration of internet and mobile and advent of Social media, Digital platforms have revolutionized marketing world over. India is also catching up fast. Digital marketing is becoming popular due to pinpointed targeting and interactive communication. But acquiring the customer and converting the prospects into revenue requires insights into Digital marketing.

The 1 day MDP was jointly conducted Mr. Ajay Raghav Iyengar an expert from the industry and Dr. Mukesh Goyal, Head Centre for Management Development, PIMSR.

The program was attended by 28 participants from industry and education sector. The program was highly appreciated by the participants as it dealt with real issues with help of case examples, videos, lectures and class exercises. Major areas discussed in MDP were; digital marketing universe, digital marketing strategies by popular brands, cross industry examples on digital marketing, acquiring and engaging users with your business, revenue opportunities for businesses and innovative marketing campaigns.



