



MGR ASSOCIATION FOR GREAT INNOVATIVE CREATORS

Information Technology

Event Title	GUEST LECTURE ON "DIGITAL MARKETING"		
Objective of Event	To develop knowledge among students regarding the importance of having a website and the current strategies in digital marketing.		
Chief Guest /Speaker Details	Dr.DAHLIA SAM, Professor, Dr.M.G.R Educational and Research Institute		
Date	05/03/2021	Time	10.00 AM to 11.30 AM
Venue	YOUTUBE	No. of Participants	45

REPORT

TITLE

GUEST LECTURE ON "DIGITAL MARKETING"

CONTENT

As part of the Guest Lecture by Department of Information Technology for providing an opportunities for students and working professionals to stay up-to-date with the trends and developments in this constantly changing world. The Guest lecture is on "Digital Marketing" was conducted via you tube on 05th March, 2021 between 10:00 am to 11:30 am.

The session started with an introduction given by Ms.R.S.Rashika which was followed by welcome address by our enthusiastic Head of our Department-IT Dr.N. Kanya. She welcomed the participants, and the Event speaker, Dr. Dahlia Sam, professor, Department of Information Technology, Dr.MGR Educational and Research Institute.

Dr. Dahlia Sam started the session with an introduction on Digital Marketing with several issues where the society had facing with creating websites and reaching the world. She also gave the brief explanation about creating the websites and how it's reaching the world. She explained about Bad websites where the society is lagging to know the present situations. And how the bad websites is destroying the today's world. She also explained about the categories about the digital marketing. She also briefs the categories of digital marketing. She finished the session with how digital marketing reaching the world.

At the end, she also answered the questions posted by the participants in the You



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Tube Chatbox. Mr.A.Kameshwaran delivered the vote of thanks to the end of an event.



EVENT OUTCOME

Students got knowledge about the role of having a website as part of business or any organization. In addition, students were able to understand the need of digital marketing in this era of modernization and going online.

PHOTOS



Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE (Deemed to be University)

Maduravoyal, Chennai - 600 095. Tamilnadu, India.

(An ISO 9001-2015 Certified Institution)



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Reaching the world...

- **Content** is king. Plan how the content fits together.
- Show, don't tell. Add dynamic content in the form of text and images.
- Do not copy from other websites.
- Add unique features that entertains the right audience.
- Provide easy navigation for users.
- **Update** the content frequently with latest informations.
- Adding and updating content should not be stopped. It is ongoing task.

Dr. Dakshina Sam

Department Information Technology

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Knowing your audience..

- Use google analytics or Bing to **monitor traffic**.
- Review the top viewed pages or articles and add more related content.

Dr. Dakshina Sam

Dr. M.G.R. Educational and Research Institute - Department Information Technology

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Bad website examples

Dr. Dakshina Sam

Department Information Technology

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Dr. Dakshina Sam

Dr. M.G.R. Educational and Research Institute - Department Information Technology

Ms. R.S. RASHIKA
Mr. KAMESHWARAN. A