

## Report on Digital Marketing 3-Day Online Workshop

**Date:** 1st - 3rd July 2021

**Organized by:** Department of Computer Science, Era University In Collaboration with: MakeSkill India Pvt. Ltd., New Delhi

**Workshop Mode:** Online (Google Meet)

**Introduction:** The Department of Computer Science, in collaboration with MakeSkill India Pvt. Ltd. from New Delhi, conducted a comprehensive three-day online workshop on "Digital Marketing" from July 1st to 3rd, 2021. This workshop aimed to provide participants with valuable insights into various aspects of digital marketing, website creation, domain hosting, email marketing, social media optimization (SMO), and affiliate programs.

### Workshop Structure:

**Day 1 and Day 2:** The first two days of the workshop were dedicated to exploring different digital marketing strategies, website creation, domain hosting, and an overview of email marketing. Participants learned about the latest trends and best practices in digital marketing, emphasizing effective strategies to reach and engage online audiences. The website creation and domain hosting segments empowered attendees with practical knowledge to establish their online presence. Furthermore, participants gained insights into email marketing and its role in building customer relationships and driving conversions.

**Day 3:** The final day of the workshop focused on Social Media Optimization (SMO). Participants delved into the intricacies of popular social media platforms, including Facebook, YouTube, Instagram, Twitter, LinkedIn, freelancing websites, and other affiliate programs. The trainer discussed strategies to maximize visibility, engagement, and branding across these platforms. This day offered valuable guidance on how to leverage various social media channels for marketing purposes.

**Trainer:** The workshop was led by Mr. Tapan Kumar Jha, a Google certified Digital Marketer with extensive experience in the field. Mr. Jha's expertise and industry insights enriched the workshop, ensuring that participants received the latest and most practical knowledge in digital marketing.

**Interactive Learning:** The online workshop fostered an interactive learning environment, encouraging participants to actively engage with the content. Mr. Jha welcomed questions, discussions, and real-world examples, making the sessions highly engaging and relevant.

**Certificates:** To recognize the dedication and successful completion of the workshop, e-certificates were awarded to all registered participants. These certificates serve as a testament to the participants' commitment to enhancing their digital marketing skills.

**Conclusion:** The "Digital Marketing 3-Day Online Workshop" organized by the Department of Computer Science in collaboration with MakeSkill India Pvt. Ltd. was a resounding success. Participants gained valuable knowledge and practical skills in digital marketing, website creation, domain hosting, email marketing, and SMO. The event highlighted the importance of staying updated in the dynamic field of digital marketing, and Era University remains committed to offering such enriching educational opportunities in the future.

**Era University, Lucknow**  
**Department of Computer Science**  
**In Collaboration with MakeSkill, Delhi**

Invites for  
**3 Days Online Workshop**  
On  
**Digital Marketing**  
**Benefits of Digital Marketing**

Digital Marketing is the best way to connect with consumers through the internet and get maximum profit in your business. Digital Marketing is a concept that helps to grow your business by making the best use of SEO, Affiliate Marketing, Mobile marketing and Social Media Marketing.

**Schedule of Online Digital Marketing Workshop**

**Day1**

(01 July 2021)

Digital Marketing Strategy  
Website Creation/Domain/Hosting (Practical Session)  
Email Marketing Overview

**Day2**

(01 July 2021)

Digital Marketing Strategy  
Website Creation/Domain/Hosting (Practical Session)  
Email Marketing Overview

**Day3**

(03 July 2021)

SMO (Fb, YouTube, Channel, Insta, Twitter, LinkedIn)  
(Live Practical Overview)  
Freelancing Website  
Affiliate Programs

**Registration  
Fee: Rs. 299  
per person**

**Date**



**Time**



**Platform**



**Trainer**



Mr. Tapan Kr. Jha  
Google Certified Digital Marketer

**Note:**

- Registration Link: <https://imjo.in/87Mz8b>
- Registered participant will be awarded *E-Certificate*