

Report on Digital Marketing for New Business Promotion

QIS College of Engineering and Technology has organized entrepreneurship development program for ECE, EEE, CSE, Mech students

Date : 20.01.2018
Session Topic : Digital Marketing for New Business Promotion
Resource Persons : 1. Mr. M Murali, Senior consultant, Oracle financial services, Bangalore
2. Dr.R.Imaniyalu, Professor, Guntur

The head of the Institute presented presidential address to all the dignitaries and delegates in response to the welcome address by Dr. M. R. K. Rao, MBA. He emphasized the significance and purposes of organizing this program.

Dr. B. Srinivasa Rao said in his speech that he gave introduction about digital marketing. Dr. H. Hema Lakshmi, Professor introduced the guest speakers.

Speakers discussed in detail about the organizations face more and more challenges when it comes to digital marketing. With growth and revenue a priority for most businesses, 74% of marketing professionals have focused on converting leads to customers, while over half prioritized increasing traffic to their website.

Alongside accelerating inbound marketing as a top priority, technologies continue to evolve while social platforms seem to have a life of their own when it comes to growth. Take the current shining star in the app world Snapchat, only launched in 2012 the application has dominated headlines 2016 piquing interest amongst brands and investors alike raising nearly \$650 million and its founders demonstrating such belief in their product they rejected a \$3 billion buy-out offer from Facebook.

As this year continues to witness developments in the realms of social media, VR, mobile marketing and user experience to name a few - how has 2017 fared? To help keep you in the loop, here are 5 digital marketing trends to look out for.

- 1) In-store marketing
- 2) Live video
- 3) Expiring social content
- 4) Wearable mobile devices
- 5) Interactive Content

As a digital specialist, we can help build the capabilities of your business and upskill your staff. Download our global corporate brochure today to find out more!

Mr. V. Nazeer, Assistant Professor, MBA presented vote of Thanks.