

Capacity Building on Digital marketing for enthusiast GTU students

Date: 23rd - 24th December, 2017

Venue: GTU Innovation Council, Ahmedabad

The event was conducted in two phases: The first session by Mr. Divesh Aswani (CEO, Youth Connect) and the later session by Mr. Vipul Chawda (Founder of video channel, video Guruji).

OBJECTIVE:

The way our world is growing, it becomes our utmost necessity to connect with the world when it comes to sales and marketing. As the heavy advancement of Internet, the old ways of marketing any product turn out to be ineffective. Thus to understand how marketing digitally i.e. through the means of Internet and its various platforms, becomes really essential for creators so as to market their products. As Internet provides exposure towards a large number of audiences, it becomes tricky to target any specific audience. The aim of creating an event such as this was to make students aware of the marketing happening in the Digital World and how can creators decide which platform to choose for advertisements.

ABOUT THE EVENT:

DAY 1

First, the audiences were told to mention out key points on how they all operate the different apps of Social Media. For example, Instagram is restricted to the Images in the forms of Stories and Posts but Facebook gives a variety of options. Whereas, LinkedIn provides a platform to connect between professionals and also, creating your own professional profile. The question was how to advertise any product and which platform is the best to advertise?

Mr. Aswani talked about one of the Concepts in Marketing- such as the well-known, STP;

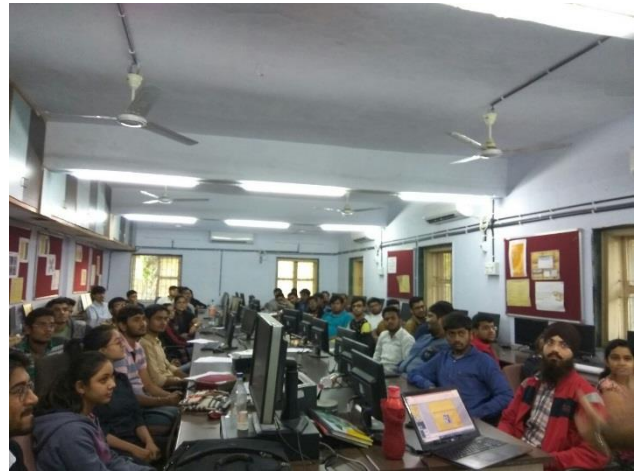
Segmentation, Targeting and Positioning. The STP process demonstrates the links between an overall market and how a company chooses to compete in that market. These three steps are essential to apply for any creator successfully run a business- whether be it in the real or the virtual world.

While talking about marketing on Facebook, boosting the page of your business and the posts of it; all run on the same concept. The Segmentation includes classification of the viewers on the basis of Gender, Demographics or Age. Targeting will include division on the basis of Interests Cultures etc. Positioning will include the classifications based on Professions, Climate and much narrowed fields.

DAY 2

Mr. Chavda started by asking the audience what they think how people are earning from their YouTube channel so much. Few members of audience gave their perspective for the question and later, he told them that beyond viewing of the video, YouTube offers marketers several different ways to connect with their audience. For example, viewers are able to leave feedback and comments on the videos. This allows viewers to interact not only with each other, but also with the company. This opens a line of communication between the customers and the company, which enables them to converse and form a degree of trust and connection. He explained the key point for YouTube marketing that more the popularity a particular YouTube video receives, the higher it will rank. As the video increases in popularity, the better the chance that associated links will be clicked, which will also grow your online business presence. He also expressed that he is very disappointed that “All over India least number of videos are uploaded from Gujarat.” and also guided that it could be good business scope for the upcoming generation. He talked about his own journey from creating his own YouTube channel and the success level he reached presently. He emphasized on points like the time taken to upload a video after any news start floating in the media and how some things are already pre-prepared. He gave examples of some very famous YouTubers and what it takes to handle a YouTube channel. The session was quite interactive as many questions floated amongst the audience. It ended by presenting a memento to Mr. Vipul Chavda by one of the associates.

PHOTO GALLERY:



Session with Mr. Divesh Aswani



Session with Mr. Vipul Chawda

FEEDBACKS:

“The session with Divesh Aswani was really informative. He explained us the marketing strategies orderly and everyone were quite engaged as it is the most trending topic in recent times. His knowledge and interaction made quite a difference to the audience who attended the session”

-Anushka Shah

“We voraciously participated in the event which turned out to be great learning experience for us. The event and management was good. Everything was in the order but I would have wished for more content from speaker despite that it was very helpful”

-Bhavya Raoulji

“I'll say that the event though in a much unplanned venue was refreshing because there were many things that were anew to all of us. However it could've been more effective if the time was more or apparently if it had started on time.”

-Renuka Tahelyani, College Student

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