



AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN

(Sponsored by AIMAN Education & Welfare Society)

Affiliated to Bharathidasan University

Recognized by UGC under Section 2(f) & 12 (B)

K. Sathanur, Tiruchirappalli - 620 021.

Workshop on

“INNOVATION IN DIGITAL MARKETING”



A Workshop on “**Innovation in Digital Marketing**” was organized by PG Department of Commerce and Department of Commerce (CA), AIMAN College of Arts & Science for Women, Trichy-21 at 12 noon, on 04.08.2023. The programme commenced with the invocation of the blessings of the Almighty. Ms. M. Daspikah, II B. Com recited the prayer.

The Session started at 12 noon with the welcome address by Ms. M.S. Salai Abinaya, II B.Com. Dr.K.Kalpana, Head & Assistant Professor PG Department of Commerce felicitating the gathering and encouraged the students to grab the opportunities that are provided by the college and honoured the resource person. Later the session was taken by the Resource Person Dr. M. Mary Anbumathy Associate Professor & Controller of Examinations PG and Research Department of Commerce Nehru Memorial College (Autonomous) Puthanampatti.

The main aim of this workshop is to empower students with the knowledge of Digital Marketing. Her lecture defines digital marketing and stating its importance in today’s world. She also shed light on the how digital content is getting more popular than linear TV and that eventually advertising digitally will become more expensive and sought for than traditional mediums. Madam talked about a research that said that the time spent on Live TV is dropping but the time available for a marketer to reach out to its potential customer has gone up by 18% which clearly shows that world is going digital at a very fast rate and traditional advertising techniques like Print and TV would soon become obsolete. To give a better idea about the rate of growth of the digital world.

She talks about the different components of digital marketing like search engine marketing (SEM), social media marketing, mobile marketing and affiliate marketing. She explained in detail the importance of each of them and the key metrics like Impressions, CTR, Conversion and the like that are used to analyse the effectiveness and reach of digital ads. The different pricing methodologies, ways of targeting digital ads and the details of the AdTech ecosystem were also discussed in the lecture.



“Ms. M. Daspikah, II B. Com recited the prayer and Ms. M.S. Salai Abinaya, II B.Com delivered the welcome address ”



“Dr. K. Kalpana, Head & Assistant Professor PG Department of Commerce felicitate the gathering”



“The session was taken by the Resource Person”