

## Self-Driven Activity

### Workshop on Business Ideas in Digital Marketing



Institutional Innovation Council (IIC) at Sagar Institute of Science Technology and Research Bhopal in association with Student Activity Council organized a session on Dec. 11<sup>th</sup>, 2021, titled '**Workshop on Business Ideas in Digital Marketing**

Resource Person – Mr. Pankaj Manjtani

- Digital Marketing Associate SISTec-R
- Social Media Coordinator, IIC SISTec-R
- Innovation Ambassador, IIC SISTec-R

Digital marketing is gaining immense popularity among entrepreneurs, marketers and consumers. While entrepreneurs and marketers use digital marketing to reach out to a large target audience, consumers life has also become easier as they can explore and buy products and services easily. As a result, there is high scope for success in **digital marketing business ideas** you can start online like SEO agency and web/app development.

Institutional Innovation Council (IIC) and The Students Activity Council (SAC) SISTec-R organized a session on "**Business Ideas in Digital Marketing**", an introductory workshop by in-house trainer Mr. Pankaj Mangtani (Digital Marketing Associate).

He talked on trending topics of search engine optimization (SEO), search engine marketing (SEM), social media optimization (SMO), social media marketing (SMM), content marketing, influencer marketing, and many more. He also gave detailed insights into the buzzing profiles offered in this domain



