

**Academic Year:2023-24**

**One Page Report of Guest Lecture**

<b>Name:</b>	Mr. Nilesh Patil & Mr. Mayur Katne
<b>Institute/Company</b>	NP IT SOLUTIONS, Nashik
<b>Designation:</b>	CEO and CTO
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• Benefits of Digital Marketing</li> <li>• Main Components of Digital Marketing</li> <li>• Digital Marketing Objectives</li> </ul>
<b>Topic:</b>	Digital Marketing
<b>Date and Time</b>	3/4/2024, Wednesday, 10.00 am to 12.00 pm
<b>Venue</b>	116 (Class Room)
<b>Lecture Covers</b>	<ul style="list-style-type: none"> <li>• Using social media to build a brand presence, engage followers, and drive traffic.</li> <li>• Optimising websites to achieve a higher rank in SERPs and boost organic traffic.</li> <li>• Sending targeted emails to promote products, nurture leads, and build customer loyalty.</li> <li>• Building positive brand image and managing online reputation through media and press coverage</li> <li>• Targeting users on mobile devices through mobile apps, SMS, or responsive website design.</li> </ul>
<b>No. of students present.</b>	SYCO 60
<b>Proofs of conduction</b>	<ol style="list-style-type: none"> <li>1. Attendance.</li> <li>2. Photos.</li> </ol>
<b>Name of Organisers.</b>	Mrs P. B. Khairnar, Mrs S. D. Jadhav, Mr. J. B. Mhaske

**Mr. S. P. Kholambe  
 HOD**

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