



**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING**

**(AUTONOMOUS)**

**Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution**

**Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada**

**L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India**

## **DEPARTMENT OF INFORMATION TECHNOLOGY**

### **REPORT ON EVENT “TWO-DAY WORKSHOP ON DIGITAL MARKETING”**

Event Type	:	Workshop
Date / Duration	:	30 <sup>th</sup> & 31 <sup>st</sup> Aug 2018 / Two Days
Resource Person	:	Mrs. S. Siva Lalitha, Founder & CEO, Hyper Techno Solutions.
Name of Coordinator	:	Mr. K. Purushottama Rao & Mr. K. Michael Sadgun Rao
Target Audience	:	V Semester Students
Total no of Participants:		56
Objective of the event:		To train the students on the modules in Digital Marketing.
Outcome of event:		By the end of workshop participants should be able to use the modules of Digital Marketing to solve the real-world problems.
Description / Report on Event:		<p>Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.</p> <p>This workshop enlightens the student fraternity to know the role of Digital Marketing in the present technology era. This workshop provides hands-on experience to students on Website design, search engine optimization (SEO), On Page &amp; Off Page Optimization, Local SEO Strategy, Online money earning concepts and Social media marketing. It provides the knowledge of creating the website in order to promote business transactions. It gives a right platform to get employment opportunities in the field of Information Technology.</p>
Feedback / Suggestions:		Participants expressed their opinion in a positive way and they said that all are familiar with different modules in digital marketing by the end of two-day workshop.

Photographs :



Addressing by Dr. D. Naga Raju, HOD,  
Department of IT



Addressing by Dr. K. Appa Rao,  
Principal, LBRCE



Addressing by Mrs. S. Siva Lalitha,  
Founder & CEO, Hyper Techno  
Solutions



Merit Certificate Distribution



Students who got merit certificates



Felicitation to Mrs. S. Siva Lalitha by  
Dr. K. Appa Rao

