

If you're a good marketing person, you have to be a little crazy: Mr. Tapan Jha, Digital Marketing Engineer, Skillhub Infotech Private Limited: A two days' Workshop on 'Digital Marketing and Entrepreneurship' concluded at Institute of Agribusiness Management, Bikaner here on 13th – 14th March 2018 conducted by SkillHub Infotech Pvt. Ltd. and Cognizance IIT Roorke

While addressing around 80 students from constituent colleges, Mr. Tapan Jha told that Digital marketing has a wide range of career opportunities to cater to the needs of students, and the benefits that digital marketing course has.

He briefed students about the introduction of digital marketing and who all are eligible for this course, ranging from students to even House wife and retired professionals can become expert in digital marketing and earn decent sum of money sitting at their home easily. He underlined the importance of digital marketing and elucidated about various types of digital marketing viz. Google AdWords, Fb Ads, Insta Ads, Social Media Marketing, e-Mail Marketing, SMS Marketing etc.

He told students how they can earn and setup their business online and reach to their potential customers with the help of digital marketing.

Students got hands-on training on their laptops about setting-up of business page on Facebook, Google and YouTube and how to promote your business through e-mail and SMS marketing.

He cited the examples of major companies who are using digital marketing as a tool to reach and connect to lakhs of their consumers.

Mr. Gaurang and Dilip Kumar Singh, Director were also present and selected three students from our institute to represent IABM at IIT Roorke at their Annual Festival Cognizance going to be held on 24th – 25th March 2018.

Dr. Y. Sudarsan, Director IABM, Dr. Aditi Mathur, Placement and Corporate relations officer, Dr. Satyveer Singh Meena were also present in the inaugural ceremony of the workshop.

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49. If you're not failing now and again, it's a sign you're not doing anything innovative.

Marketing your presence on social media, is as important as creating your presence