

● ABOUT OUR COMPANY

Indeed Inspiring Infotech is a subsidiary of M/S Prushal Technology Private Limited. PrushalTech totally supports the Digital India vision of Govt. Of India and we are fully prepared to be a part of this dream project. We are focused on delivering value through integrated solutions for data intensive business processes that help enterprises overcome their business challenges.

We cater services related to ERP Software, Website Designing, Web-Application, Mobile applications, Big Data Solutions, Cluster Setup, Digital Marketing Campaigns, Corporate Trainings to our clients.

● WHY TO CHOOSE US?

Our team consists of experienced digital marketing professionals who have conducted similar workshops for renowned educational institutions. We will ensure a well-structured and interactive workshop that caters to the specific needs of your students. We propose a collaborative approach in organizing this workshop, where we work closely with your faculty and staff to tailor the content and schedule to align with your curriculum and requirements. We are open to discussing any modifications or additions to the workshop agenda to better suit your students' needs.



BENEFITS FOR COLLEGE

- **Practical and industry-relevant knowledge:** The workshop will provide students with real-world insights and equip them with practical skills demanded by the digital marketing industry.
- **Bridging the gap between theory and practice:** By incorporating hands-on activities and case studies, the workshop will complement the academic curriculum and help students apply digital marketing concepts in real-life scenarios.
- **Enhancing employability:** Digital marketing is a rapidly growing field with numerous career opportunities. This workshop will enhance students' employability prospects and make them more competitive in the job market.
- **Networking opportunities:** The workshop can serve as a platform to invite industry experts as guest speakers, enabling students to connect with professionals and gain valuable insights.



INDEED INSPIRING INFOTECH

Presents

DIGITAL MARKETING WORKSHOP

WORKSHOP OBJECTIVES

INTRODUCTION TO DIGITAL MARKETING

- Provide an overview of digital marketing and its various components, including search engine optimization, social media marketing, content marketing, email marketing, and more.

DEVELOPING DIGITAL MARKETING STRATEGIES

- Guide students in formulating effective digital marketing strategies aligned with business objectives, target audience analysis, and competitive analysis.

SEARCH ENGINE OPTIMIZATION (SEO)

- Teach students how to optimize websites for search engines, improve organic rankings, and drive targeted traffic.

SOCIAL MEDIA MARKETING

- Explore various social media platforms and strategies to leverage them for brand building, customer engagement, and lead generation.

CONTENT MARKETING

- Discuss content creation, curation, and distribution strategies to attract, engage, and retain customers.

DIGITAL ADVERTISING

- Introduce students to the world of online advertising, including Google Ads, Facebook Ads, and display advertising, emphasizing targeting, campaign optimization, and measurement.

WEB ANALYTICS

- Familiarize students with web analytics tools, enabling them to track, measure, and analyze website performance and digital marketing campaigns.

HANDS-ON PRACTICE


- Engage students in practical exercises, case studies, and simulations to apply the learned concepts and develop essential digital marketing skills.


"Unlock the power of pixels and paint a prosperous digital future with our hands-on digital marketing workshop!"




MORE INFORMATION

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