

GUEST-LECTURE ON DIGITAL MARKETING

On the 28th of February, 2019, the Department of Computer Science hosted a guest lecture on Digital Marketing. The talk was organized in GJB-1 and was attended by over 150 participants. The participant comprised of students of the first and second year BCA as well as the students of MCA. The guest lecturer for the day was Mr. Suresh Babu, the CEO of Web Marketing Academy.

The talk began with a welcome to the Guest Lecturer and the audience. Mr. Suresh then introduced himself with details on how he started his journey and without realizing it, he inspired the students through the story of his life. His life began in Ooty, where he was born and raised. When he started along his path of career, he did something that he was forced into due to the conventions of the educational system. His life eventually took a turn when he started to learn about computers, specifically, Digital Marketing. Digital Marketing instilled in him a desire to dig deeper into the subject. And so, he went on to study the same. He now runs Web Marketing Academy, an academy based in Bangalore that teaches students about Digital Marketing.

Mr. Suresh went on to explain the essential purposes and components of Digital Marketing. He showed the audience through the help of a search engine, how exactly Digital Marketing works. Through this example, he explained the different components of Digital Marketing – SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), e-Mail Marketing, Affiliate Marketing. He further explained about the functioning of each of these components and how one could use them in advertising anything effectively.

Mr. Suresh listed the various things that Digital Marketing uses to extend its reach and increase its efficiency – apps, AI, Virtual Reality, Augmented Reality, voice search, voice assistant, content and analytics.

Stating the importance of Social Profiling, Mr. Suresh set out some guidelines on creating a professional LinkedIn account. He also mentioned a few websites and apps that would help in parts of Digital Marketing (blogs, vlogs, etc.).

Mr. Suresh then allowed time for answering questions from the students regarding Digital Marketing. Mr. Suresh culminated the lecture by telling students of their career paths and its connection to Digital Marketing.

