

GOVERNMENT COLLEGE OF TECHNOLOGY, COIMBATORE - 13

INSTITUTION'S INNOVATION COUNCIL

SESSION - 3

Topic: Digital Marketing

Handled By: Mr. Perinban

Date: 19/05/2025

INTRODUCTION

A basic session on Digital Marketing was conducted by Mr. Perinban, who explained the core concepts of online marketing, social media engagement, and digital branding. The session aimed to give students a clear understanding of how digital tools support business growth and communication. It received active participation from the audience and created an informative platform for learning about the impact of digital strategies in today's business world.



KEY HIGHLIGHTS OF THE SESSION

- Introduction to the basics of Digital Marketing and its importance in today's business world.
- Overview of social media platforms and their role in building brand visibility.
- Explanation of online branding strategies and audience engagement.
- Insights into cost-effective methods of reaching a wider audience digitally.
- Discussion on the scope of digital tools for business growth and career opportunities.
- Interactive Q&A session with enthusiastic participation from students.



CONCLUSION

The Digital Marketing basic session by Mr. Perinban was informative and engaging.

It helped the participants understand the importance of digital platforms in business growth.

Students gained clarity on concepts like online branding and social media promotion.

The interactive nature of the session encouraged active learning and discussion.

Overall, the program proved to be a valuable learning experience for all attendees.