



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION



**IEEE**

**Silver Oak University  
IEEE Student Branch**



A REPORT ON  
**Enhancing Your Digital  
Presence**

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**Date:** 11<sup>th</sup> June, 2021

**Platform:** Cisco-WebEx  
Meeting

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ENHANCING YOUR  
**DIGITAL PRESENCE**

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## Introduction

Silver Oak University IEEE WIE Affinity Group along with IEEE WIE Gujarat Section organized an event "Enhancing Your Digital Presence" to augment the students with a very fascinating sphere of digital marketing. This event was to understand the objectives and fundamentals of digital marketing which covered foundational disciplines such as content marketing, social media marketing, SEO and email marketing. This event highlighted a very enthralling sphere of digital marketing. This Digital event not only helped students to understand the objectives of digital marketing but also helped to implement it in ways.

## About the Speaker

For conducting this wonderful session we had a very illustrious expert Ms.Ashvini Vyas, a Digital Marketing strategist, AI & business consultant, SEO, SMM, PPC, and Content Expert. She is Director at Digital Marketers India and has also been Director of Operation at Multilink Technologies. She is one of the top 10 Digital Marketing Experts in India. She has received multiple prestigious awards in her field. Along with this, she is Google & Bing Certified Adwords Professional and Hubspot Certified Inbound Marketer.

## About the Session

**Date:** 11<sup>th</sup> June, 2021

**Time:** 05:00 PM to 07:00 PM IST

**Platform:** Cisco WebEx Meeting

**Participants:** 147

The event was inaugurated at 5:00 PM. At the beginning of the session, the Student Branch warmly welcomed the speaker along with all the participants and extended our gratitude by presenting a memento to the dignified speaker. The speaker for the event Ms.Ashvini Vyas commenced the session with very basics of Digital Marketing and explained vividly about the importance of Digital Presence. She further explained various Digital Channels such as Google Ads, Paid Ads, SEO, SMM, Affiliate Marketing, Email Marketing. Moreover she explained the Benefits and Drawbacks of each Channel. She also talked about Art of Articulation and many different topics related to that. Further adding to that topic the speaker also mentioned how you can keep your content simple, unique and informative. She also encouraged and inspired all participants.

## Conclusion

The event concluded by thanking our esteemed speaker Ms. Ashvini Vyas for such an insightful session and with an expert questions and answers round asked by the participants. At the end we thanked the management of Silver Oak University, Dr. Saurin Shah, Provost-Silver Oak University, Dr. Satvik Khara, Registrar of Silver Oak University and Founding Member Silver Oak University IEEE SB and Advisor of IEEE SPS Silver Oak University Student Branch Chapter; Prof. Mayuresh Kulkarni, Branch Counsellor of Silver Oak University IEEE SB, Prof. Viren Patel, Advisor of Silver Oak University IEEE WIE AG for always motivating and guiding us. We also thanked IEEE WIE Gujarat Section for always supporting us. Lastly, we thanked all the participants for attending this event and making this event successful.

## Some glimpse of the event



The screenshot displays a Cisco Webex Meeting interface. The main content area shows a presentation slide with the following text:

### Why Digital Marketing?

- Google gets more than 77,000 searches every second.
- In 2018, at least 281 billion emails were sent and received each day. This figure may increase to 347 billion by 2022.
- There are 3.2 billion daily active social media users.
- 4.33 billion social media users around the world at the start of 2021, equating to more than 55 percent of the total global population.

The slide footer includes the IEEE logo and the text "Silver Oak University IEEE Student Branch".

The top of the interface shows a meeting toolbar with options like "Unmute", "Start video", and "Share". The right sidebar displays a list of participants (144) with names and roles, including:

- DB Darsh Bhatt, Cohost, me
- CE Computer Engineering SOJET Events, Host
- AV Ashvini Vyas, Cohost
- DS Diya Shah, Cohost
- MS Mruga Shah, Cohost
- 160770107014-048
- 160770107025 D\_51
- 180770107033
- 180770107526
- 181200116016
- 190770107049
- 190770107076
- 190770107192
- 190770107246\_B-57
- 190770107275
- 1A 190770116124 A
- 1S 190770116129 - A - Rushabh Shah
- 1 190773107502
- 1A 191200107013\_Samyak Asot

At the bottom of the sidebar, there are "Mute all" and "Unmute all" buttons.

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Participants (142)

## Career Scope of a Digital Marketer

- The demand for Digital Marketing professionals will be more than 200 lakh by 2021. (Placement India)
- The most in-demand expertise was digital advertising (45%), content creation and curation (42%) and content strategy (39%). (Marketing Trends 2018, MCKinley)
- According to the Goldman Sachs report, the digital marketing career scope in India will be worth USD160 billion by 2025, which is three times the current value. Besides, by 2021, digital advertising spends are believed to reach Rs 25,000 crore in India.

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Participants (147)

## Digital Marketing Channel: Google Ads

- PPC (Pay Per Click)
- CPM (Cost per thousand impressions)
- Benefit:
  - Precise Targeting
  - Quick Results
  - Volume of leads
- Drawbacks:
  - Expensive
  - Experience is a must
  - Need proactive monitoring & tweaking

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