

Report on Speaker Session by Aditya Shastri on Digital Marketing

Date: November 02, 2023

Venue: Seminar Room

Introduction:

On 2nd November, Aditya Shastri, an eminent figure in the digital marketing domain, serving as the Lead Trainer at the Indian Institute of Digital Education (IIDE), conducted a speaker session on Digital Marketing. This event brought together students from various departments who were more than enthusiastic to learn from the expertise he brought with him and grow their careers as a professional in the digital marketing sphere.

In addition, the faculty and esteemed teachers' presence, including Cherry Ma'am, JK Singh Sir, Shipra Ma'am, Nitu Ma'am, Pradeep Sir and Girish Sir, and their active involvement as a participant more than a teacher was highly commendable.

Mr. Aditya Shastri, who serves as the Lead Trainer at India's renowned Ed-Tech institution, IIDE, specializing in Digital Marketing, is a distinguished expert in Brand Strategy, Content Marketing, and Social Media Marketing. With an extensive track record of mentoring over 20,000 students and working professionals from diverse backgrounds, he has designed marketing programs for prominent entities such as Pfizer, the Mahindra Group, BBH, and an extensive list of others. **He is well-known as the Modern Monk, uniquely blending digital marketing and spirituality.**



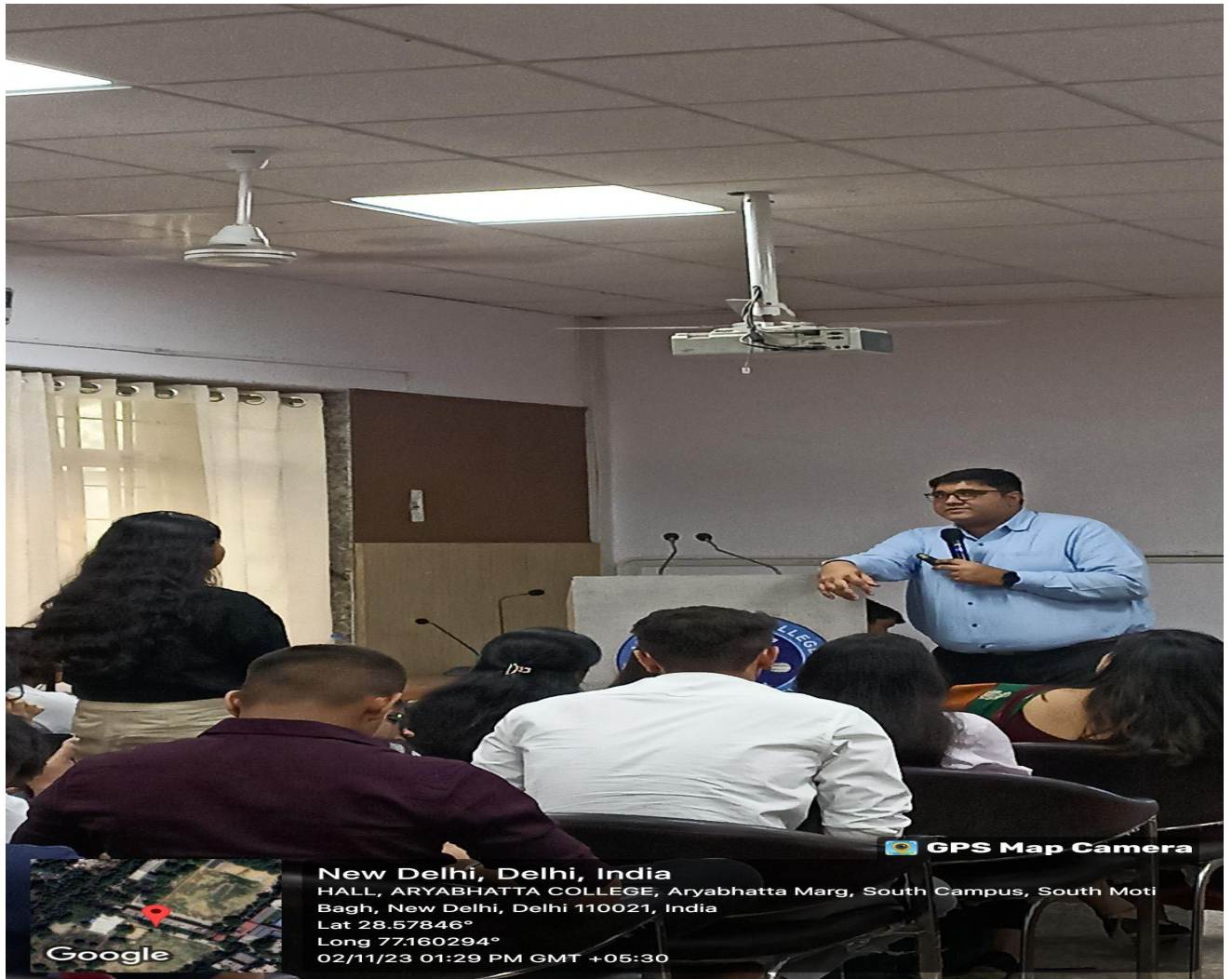
Mr. Aditya adeptly clarified audience targeting, illustrating that Instagram appeals to the younger generation, while Facebook is favored by older individuals due to its evolving usage over time.

Additionally, he highlighted affiliate marketing, a prominent entry point for digital marketing, especially for beginners from the younger demographic, where platforms like Flipkart and Amazon provide accessible opportunities.

Q&A Session:

Aditya Shastri's session on digital marketing was marked by a highly interactive and engaging Q&A session that allowed the audience to gain deeper insights into the world of digital marketing and its nuances.

The audience's keen attention towards the session was reflected in the questions asked on topics like Google Ads or Facebook Ads - which one is better, policy of cookies, SEO, and CPC- how it works.



Conclusion:

The thrill of hearing Aditya Shastri's seminar on digital marketing was amazing. It gave the audience a deeper understanding of the essential knowledge about the current landscape of digital marketing.

The Q&A session's participatory format enabled the audience to ask questions and gain further insight into the topic. ***Everyone, from novices to marketing experts, could relate to and understand the session because of Aditya's ability to break down complex ideas and connect them to everyday situations.***

To sum up, everyone who attended Aditya Shastri's session gained inspiration and knowledge that helped them grasp digital marketing, content production, and the integration of spiritual principles with marketing ethics. It inspired attendees to investigate these ideas in their career journeys and made a lasting influence.

NAME	Roll No.	Year
Rudra Mittal	BMS/23/62	First
Suyogya Swaroop	BMS/23/74	First
Tripti Nagpal	BMS/23/76	First
Akansha	BMS/23/6	First
Yash Vardhan	BMS/23/82	First
Aryan	BMS/23/16	First
Naman	BMS/23/44	First
Abhishek Asiwali	BMS/23/4	First
Parth Midha	BMS/23/50	First
Shevya Sagar	BMS/23/100	First
Palak Solanki	BMS/23/94	First
Shristi	BMS/23/72	First
Yashika	BMS/23/83	First
Arushi Garg	BMS/23/15	First
Pratyush Bindal	BMS/23/52	First
Priyam Gaba	BMS/23/96	First
Sumit Shah	BMS/23/104	First
Aman Yadav	BMS/23/8	First
Jagnya Suprapit	BMS/23/32	First

Dhruv Aggarwal	BMS/23/26	First
Soham Motramani	BMS/23/112	First
Daksh Dewan	BMS/23/114	First
Sneha Chawla	BMS/22/78	Second
Rupali Patil	BMS/22/76	Second

Shagun Pandey	BMS/22/75	Second
Sneha Suneja	BMS/22/77	Second
Shreyanshi Pal	BMS/23/68	First
Shlok Advani	BMS/23/66	First
Chaitanya Goswami	BMS/23/23	First
Aman KR	BAP/23/6	First
Aryan Gupta	BMS/23/89	First
Harsh Khandelwal	BBE/23/29	First
Aditya Arora	BMS/22/61	First
Keshav Kapoor	BMS/22/58	Second
Abhinav Jain	BMS/22/3	Second
Rohnit Anand	BMS/23/60	First
Ashna Gupta	BMS/22/70	Second
Mehul	BMS/22/66	Second
Ananya Sharan	BMS/22/19	Second

Shashank Aggarwal	BMS/22/42	Second
Ankush	BMS/22/6	Second
Navjot Singh	BMS/22/27	Second
Priyanshu	BMS/22/24	Second
Gaurav	BMS/22/20	Second
Ayush	BMS/22/12	Second
Rishit Sharma	BMS/22/38	Second
Rishi Jainwal	BMS/22/37	Second
Ashish Kumawat	BMS/22/11	Second
Suresh Malani	BMS/22/51	Second
Chirag Garg	BMS/23/24	First
Saurabh	BMS/23/64	First

Shivam Sharma	BMS/22/47	Second
Rohil	BMS/23/58	First
Suryash Singh	BMS/22/72	Second
Taru Sharma	BMS/22/53	Second
Anjali	BMS/22/68	Second
Tanmay	BMS/23/9	First
Nikhil	BMS/23/46	First
Muskan	BMS/23/42	First
Pratham	BMS/23/51	First
Atishay Jain	BMS/23/90	First
Rajat Kashi	BMS/23/56	First
Udit	BMS/22/65	Second
Anupam Yadav	BMS/23/13	First
Yash Maurya	BMS/23/107	First
Parth	BMS/23/50	First
Ketan Mishra	BMS/23/92	First
Vishwas	BMS/23/79	First