

Report on Webinar

Date & Time : 15th April, 2020 from 11.00 a.m. to 12.30 p.m.

Description : To give a brief knowledge about Strategic Marketing in a Digital World.

IEEE Computer Society Ideate team, Hyderabad Section had organised a webinar on the theme **Strategic Marketing in a Digital World** with a count of 89 active and enthusiastic participants. The webinar was hosted by **Mr. VidyaSagar Tejomurthula**, Chairperson of IEEE Computer Society , Hyderabad Section.

SPEAKER
JOSHUA VINCENT
 Digital Marketing Consultant, TCS
 SME, MarTech and CX Consultant

Register at bit.ly/cs-digital

15th April, 2020. | 11:00 AM - 12:30 PM

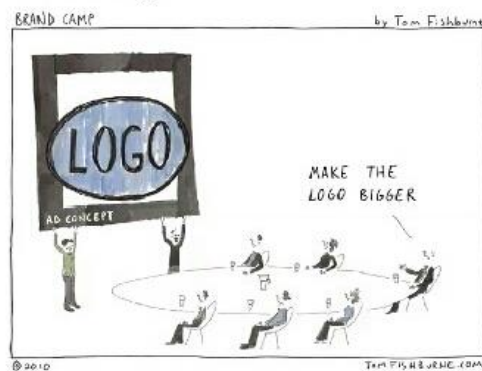
Last date to register - 14th April, 2020.

IEEE Cs Hyderabad Section
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Later on , **Mr. Joshua Vincent** , Digital Marketing Consultant at TCS had took up the session and the webinar included the following topics:

1. Marketing- What & How?
2. Buyer's Journey
3. Advent of Digital Marketing
4. A few bits on Digital Marketing and its potential
5. Digital Marketing Landscape & Scope – from a learner's perspective
6. Digital Marketing Solutions stack
7. Marketing during Current Crisis
8. How to do a Digital Marketing audit – Familiarizing with some tools.

What is Marketing?



Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service.

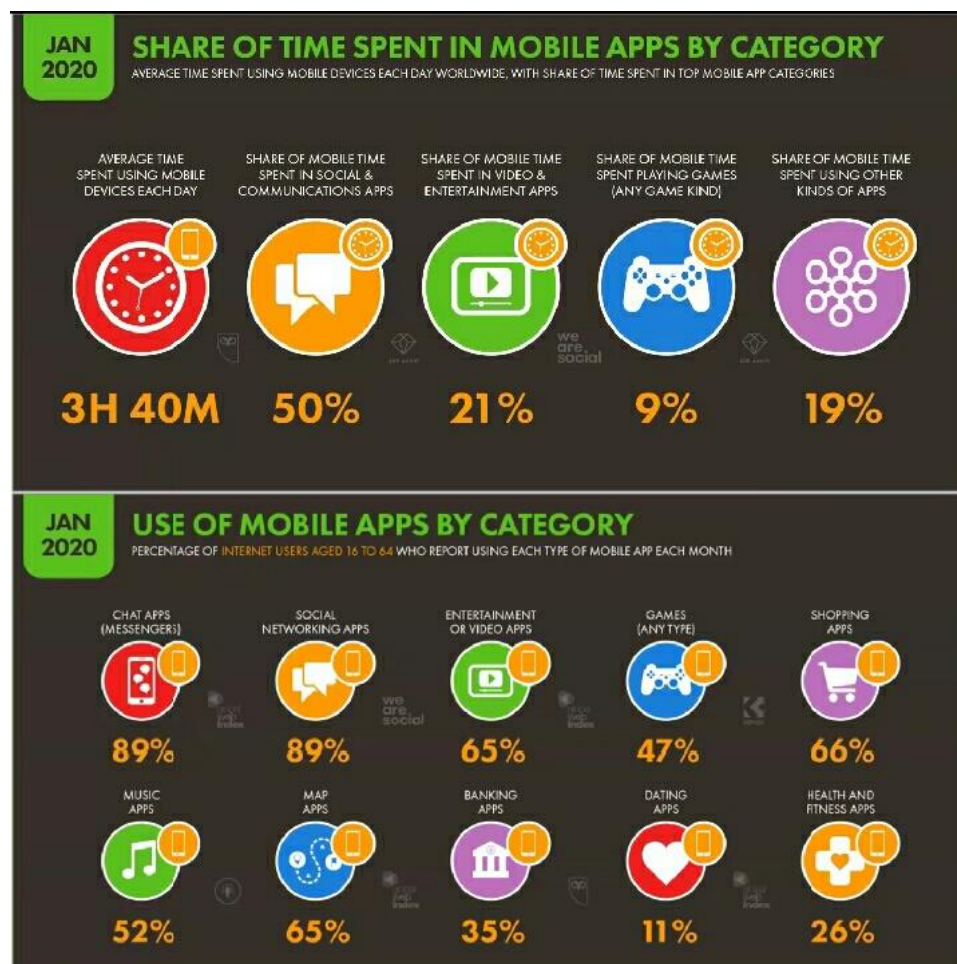
Buyer's journey



His explanation regarding the actions to be taken and the need for learning Digital Marketing was crystal clear taking live examples into consideration. The content was clearly explained by the speaker using Infographic right from the year 2011 till date.



He also gave a brief description about what kind of technology we are looking at and share of time spent on mobile apps by category and usage of mobile apps by category on an average.



Outcome of the webinar:

The delegates learnt the need and purpose of Digital Marketing and were satisfied with the webinar. All the delegates took active participation and got their doubts clarified.