

WEBINAR ON DIGITAL MARKETING

Date: January 31, 2021

Speaker: Mr. Prakash Bharti

The webinar began as Mr. Darts introduced the Digital terminologies and the various stages of industrial revolutions that have changed the world while telling about Industry 4.0. Mr. Prakash Bharti shared his insights about the digital revolution with the students of his alma mater, BIT Sindri. He elaborated extensively about what exactly digital marketing is, and the various sectors it covers. Digital marketing has emerged as an integral part of marketing with its vast opportunities to reach a larger range of audiences through the powerful web. This makes it effective to calculate the various metrics of analytics involved and enables precise targeting of prospects. Mr. Prakash enlightened the students about the social media channels and how to leverage them to boost business reach.

The poster is for a webinar titled "DIGITAL MARKETING" organized by the "TRAINING AND PLACEMENT CELL, BIT SINDRI". It features a blue background with a faint architectural image. At the top left is the BIT Sindri logo. A yellow box in the center says "LIVE WEBINAR". Below the title, a calendar icon indicates the date and time: "JAN 31st SUNDAY | 10:30AM". At the bottom, there are two circular portraits. The left one is of Mr. Prakash Bharati, Dy General Manager, Marketing & Sales, Calderys. The right one is of Dr. Ghanshyam, TPO and Dean Alumni Affairs, BIT Sindri.

**TRAINING AND PLACEMENT CELL,
BIT SINDRI**

LIVE WEBINAR

**DIGITAL
MARKETING**

JAN 31st SUNDAY | 10:30AM

Mr. Prakash Bharati
Dy General Manager
Marketing & Sales, Calderys

Dr. Ghanshyam
TPO and Dean Alumni
Affairs, BIT Sindri