

## Day 2 – Fundamentals of Digital Marketing

**Topic:** Understanding Digital Marketing Strategies

Today's session focused on the **core components of digital marketing** and their role in brand growth. Mr. Navneet Singh discussed the **difference between inbound and outbound marketing** and the importance of customer targeting.

We learned how businesses define their audience through buyer personas and align marketing strategies accordingly. The session also introduced the concept of the **marketing funnel (Awareness, Interest, Desire, Action)** and how digital platforms are used at each stage.

### **Practical Work / Activities:**

- Studied marketing funnel stages.
- Prepared notes on inbound vs outbound strategies.
- Group discussion on how digital marketing differs from traditional methods.

### **Key Takeaways:**

- Learned the structure and purpose of a marketing funnel.
- Understood the customer journey in digital campaigns.
- Identified key digital platforms for marketing and engagement.