Minutes of Meeting

**Date:** 09 June 2018

**Time:** 09:30 PM – 11:00 PM

**Members:** Shilpa, Dheeraj, Harsha, Ashok and Surya

**Discussed Points:**

**Development:**

* Individual course pages needs to be created as soon as possible
* Two course pages must be done on urgent basis(i.e Big data and Data Science)
* IT page needs to be added with design, development and Digital Marketing
* Portfolios to be added
* Add team category wise
* The tag line in the image in careers page needs to be changed – “Gateway to success”
* Kalpavriksh page
  + Logo needs to be highlighted
* Strip to be changed for heading of every page

**Digital Marketing:**

* Test campaign will be started from Monday on Big data and Data Science
* Sample will be shared
* Page to be created
* Testing campaigning budget of Rs. 10000
* Estimated cost per lead minimum of Rs. 1000

**Design:**

* Banners to be created for Campaign by Sunday(EOD)
* The tag line in the image in careers page needs to be changed – “Gateway to success”
* Logo variants to be shared
* Kalpavriksh page
  + Logo needs to be highlighted (Banner)