



**Sandip Foundation's  
Sandip Institute of Technology & Research Centre, Nashik  
Department of Management Studies  
Academic Year 2018-19  
Report on Guest Lecture**

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***Event Title: - Guest Lecture on “Global Digital Statshot 2018: Glimpse into the current Digital Marketing Trends”***

***Date: - 20th August 2018***

***Conduction Duration: 02 Hrs***

***Venue: Computer Seminar Hall, SITRC***

***Resource Person:***

- 1. Miss. Tushara Kevade SEO Expert,***
- 2. Miss Mansi Vora, HR Nethority Digital Academy***
- 3. Miss Lavina Savlani, Content Writer***

***Coordinator: Prof Jeevan Ahire***

***Objective:***

- 1. To understand the growing importance of Digital Marketing***
- 2. To learn the various opportunities in digital marketing***

***Number of Participants:***

***About The Program:***

***Department of Management Studies had organized guest lecture on Global Digital Statshot 2018: Glimpse into the current Digital Marketing Trends for MBA –I & II students. The session was conducted by the team of Nethority Digital Academy. The session began with why there is a need to understand the digital marketing and its growing importance in today’s tech savvy world. Further, the speaker, Miss Tushara Kevade discussed at length the Search Engine Optimization and how it influences the visitors to find the website easily with specific keywords, and how you can bring your organizations website in the top links of visitor’s searches. She also added how SEO has changed the search engine trends with its growing significance. Moving ahead with***

session the very next speaker Miss. Lavina Savlani, highlighted on the aspects of content in digital marketing. Why content is important for your organization and what sort of information one need to provide with to the visitors. Miss. Lavina also put some light on what information can gain and attracts traffic to your website, maybe for that matter if someone is a blogger, writer, business writer or a content creator. Later on the session was took over by the Miss. Mansi Vora who focused on the various opportunities available in Digital Marketing, and how they are going to be reach the great heights in coming years. She spotlighted on the opportunities like the growing importance of Digital Marketing, SEO experts and for the Content Creators.

**Outcome:**

- 1. Students were able to upgrade themselves with the trends and importance of Digital Marketing for today's tech savvy world.**
- 2. Students come to know the various opportunities available in Digital Marketing with their growing importance in marketing.**

**Photograph:**





