



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

GTU - School of Management Studies

Report on Expert Session on Digital Marketing

by Mr. Love Tyagi

1) Title of Event: Expert Session on "Digital Marketing"

2) Type of Event: Expert Session

3) Date, Time of the Event:

Date: 08-02-2025

Time: 02:00 PM

4) Description of Event (Objective/Rationale to organize the event):

An expert session on Digital Marketing was conducted by Mr. Love Tyagi on 08-02-2025 organized by GTU School of Management Studies as part of the initiative to enhance industry-oriented knowledge among students.

Mr. Tyagi, a seasoned digital marketing professional with extensive experience in the field, provided an insightful and interactive session that introduced the audience to the dynamic and ever-evolving world of digital marketing. The session commenced with a warm welcome and introduction of the guest speaker. Mr. Tyagi began by highlighting the significance of digital marketing in today's business landscape, especially in a post-pandemic world where digital platforms dominate customer engagement and sales strategies.

Key Highlights of the Session:

Overview of Digital Marketing: Mr. Tyagi explained the fundamentals of digital marketing, including its key components such as Search Engine Optimization (SEO), Social Media Marketing (SMM), Pay-Per-Click Advertising (PPC), Email Marketing, and Content Marketing.



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Trends and Tools: He discussed current trends in digital marketing, such as influencer marketing, AI integration, and the rising importance of video content. He also introduced popular digital marketing tools like Google Analytics, SEMrush, HubSpot, and Canva.

Real-world Case Studies: To illustrate the practical applications, Mr. Tyagi presented real-life case studies demonstrating successful digital campaigns and common pitfalls to avoid.

Career Opportunities: The session also covered various career paths in digital marketing, emphasizing the demand for skilled professionals in areas like SEO, content creation, campaign management, and data analytics. **Interactive Q&A:**

The session concluded with an interactive Q&A, where students posed thoughtful questions about digital strategies, freelancing, certifications, and entrepreneurship in the digital space. Overall, the session was highly informative and well-received. Mr. Tyagi's approachable demeanor and industry insights made complex concepts accessible and engaging for the attendees. The session not only broadened the participants' understanding of digital marketing but also motivated many to consider it as a potential career path.

Conclusion: The expert session by Mr. Love Tyagi was a valuable learning experience that bridged the gap between academic learning and industry practices. Such sessions play a crucial role in preparing students for the real-world challenges of the digital economy.

5) Number of Participants: 65

6) Photographs of the Event:



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