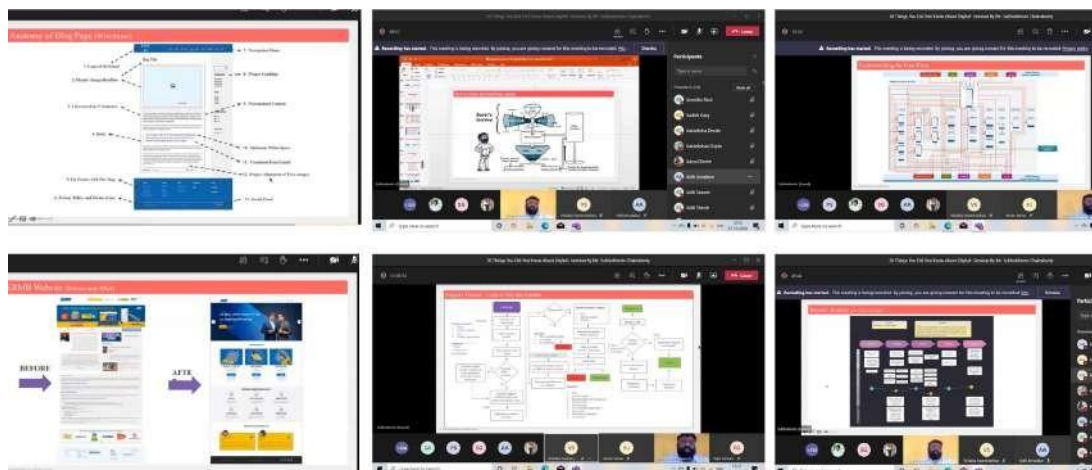


Industrial Interface Forum



Faculty in-charge: Mrs. Sunita Panja

Student Secretary: Ms. Anushka Raut

The Industrial Interface Forum (IIF) of R. A. Podar of Commerce and Economics (Autonomous) organized an online guest lecture on Digital Marketing on 7th October, 2020. Mr. Shubobroto Chakraborty, the founder of The Digital Fellow, was invited to grace the webinar as the guest lecturer.

The theme of this webinar was '50 Things You Don't Know About Digital'. He introduced the students to the concept of Digital Marketing and briefed them about how to create and distribute content. He also spoke about the inquiry process, user flow, and SEO Audit Reports with the main emphasis on parameters and evaluation. He used interactive diagrams and flow charts in his presentation making it more interactive and easier to understand to the students. He also discussed Sample Catchment Area Mapping and Anatomy of Blog Page using the SRMB website's example to clear certain concepts. At the end of the webinar, a doubt session was conducted for the students.