



PTVA'S Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
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Session titled "How Important is Digital Marketing to Grow a Business?"

Objective:

- To highlight the significance of digital marketing in achieving business growth and sustainability.
- To provide participants with insights into current trends and effective strategies in digital marketing.
- To facilitate interaction between students, entrepreneurs, and industry experts for knowledge exchange.

Benefit:

- Gained practical understanding of digital marketing tools and strategies for business promotion.
- Enhanced networking opportunities with industry professionals and peers.
- Acquired actionable tips to build and strengthen a brand's digital presence.

Description:

Report on Session titled "How Important is Digital Marketing to Grow a Business?"

On September 27, 2024, PTVAIM successfully hosted its first collaborative activity with the MITI Group—a thought-provoking session titled "How Important is Digital Marketing to Grow a Business?". The event featured distinguished industry experts: Mr. Ajit Bedekar, Mr. Neel Salekar, and Mr. Shantanu Ranganekar, who shared their wealth of knowledge and expertise in the rapidly evolving field of digital marketing.

The session delved into the latest trends and strategies in digital marketing, emphasizing its pivotal role in business growth. The speakers highlighted key areas such as social media optimization, search engine marketing, and content-driven campaigns. Participants gained actionable insights on how to strengthen their brand's digital presence and effectively engage with their target audience.

The interactive nature of the session allowed attendees, particularly entrepreneurs, to directly engage with the experts, seek guidance on their specific challenges, and discuss innovative ideas. This collaborative initiative marked a significant step in fostering industry-academic interactions and enriching the learning ecosystem at PTVAIM.

The session was widely appreciated for its relevance and impact, reinforcing the importance of digital marketing in the modern business landscape while creating a platform for knowledge-sharing and networking.



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