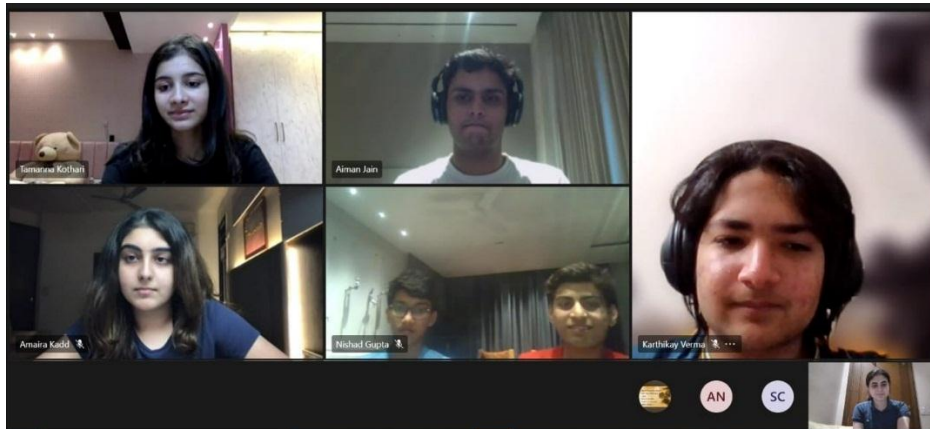


Marketing Club: Making Digital Marketing Strategies



The fourth Marketing Club meeting was held on 3rd August 2021 wherein marketing club students were given a brief introduction on Digital Marketing and its various facets by the student mentor. Marketing club members include a few small business owners who were requested to explain their marketing strategies. The business owners also shared some important tips and tricks to boost small businesses. Later, the club leader apprised the members with 6 strategies or steps to formulate an effective Digital Marketing plan. The leader cited the example of 'Apple' the digital giant to make the session interesting and relatable. The session turned out to be quite engaging and interactive as the questions were asked about its target market, social media engagement etc that tickled the curiosity of the members thus keeping them glued to their seats the entire time.