



DIGITAL MARKETING WORKSHOP



Organised by Industrial Cell, GMGC
Conducted by KDMI (Kolkata Digital
Marketing Institute)



30Th June, 2025
12 NOON



LT2
(Arts' building)

Aim of workshop: Allow students to gain practical experience through hands on session, deepen their understanding and apply the knowledge in real- world scenarios.

Program Content:

- Digital Marketing in 2025: An Overview of the Evolving Landscape
- From Dreams to Reality: How Individuals & Startups Succeed with Digital Marketing
- Content Creation in 2025: Trends, Tools, and Tactics
- Winning with Social Media Marketing
- AI as Your Digital Marketing Partner: Boosting Efficiency and Creativity
- Popular AI Tools in Digital Marketing and How to Use Them
- Interactive Q&A Session

Event Highlights:

**Industry-relevant content *Hands-on sessions*

**Experienced trainers *E-certificates for all participants*



REGISTER HERE



<https://lnk.in/LmOWw>

(FREE)