



Department of Media Studies  
Workshop on Digital Marketing for Students

**Date** : 7 August 2020  
**Time** : 5-7 PM  
**Platform** : Microsoft Teams  
**No. of Participants:** 37  
**Faculty in charge:** Prof. Joel M Jacob and Dr. Kailash Koushik (Conveners)

A workshop on Digital Marketing was conducted on 7 August, 2020 as a part of Media Meet 2020. The workshop was conducted by leading digital marketing expert Faisal Zia Anwer. Besides being the co-founder of e-commerce marketing agency Brandslane, Anwer is also an enthusiastic creator. The topics discussed focused mainly on digital marketing practices for e-businesses and future entrepreneurship, with a special emphasis on best practices during the COVID-19 situation.



One of the goals of the workshop was to encourage students to take up entrepreneurial ventures and give them insights on how to market the same through digital means. The speaker focused mainly on how digital marketing helps businesses generate huge revenue online, with special emphasis on startups and small businesses. He also talked about the role of creative advertising and the best ways to implement paid advertising.

"It is important to know the intent of people hanging out on a particular platform. You need to make sure that your creative is contextual to the platform," he said. He also threw light on the multiple ways of acquiring clients online, especially for service providers. The discussion pertained to all major social media channels, including Facebook, Instagram, LinkedIn, and Tiktok, among others.

The workshop also included a lively interactive session in which students were able to get their queries addressed. As the trend of online shopping has furthered due to the pandemic, it is important for the content creators to decipher the digital usage patterns. The art of handling various social media handles and their marketing nuances were the key takeaways for the audience.

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Head  
Department of Media Studies  
CIVIL ENGINEERING

Name of the participant
Sreeparna Rajesh
Darpan Sunil
Kshithi M Shetty
Aditi Agrawal
Kapish Jalan
Kounish Sarkar
PRIYASHRAVA SRIDHAR
Rahul Deshant
Vandana Narendra
PRITPAL KAUR
LOCHAN CHANGAPPA M C
Yugansh Parikh
Aishwarya S Nambiar
Andre Elias Thomas
JASNA ROSE JACOB
D K Yashaswini
Tiasha Som
Palak Sharma
Shashank P Patil
Ishika Valonia Gudino
SHRUTI DOSS
ATRAYEE CHAKRABORTY
Abhishek kumar
Prityush Sharma
Sunanda Nahar
Ananya Guru
Sangameshwar
Joanna Ann Daniel
Shivani Maheshwari
S PRIYANKA
Parvathy R
Sanyam Jain
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Samhitha.B.S.
M RUPA RASAGNA
Pakhi Jain
Akash Mandal

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DIGITAL MARKETING  
FOR E-BUSINESS

**WITH  
FAISAL  
ZIA  
ANWER**



CO-FOUNDER OF BRANDSLANE  
AND AN EXPERT IN ONLINE  
MARKETING FOR E-BUSINESS

7 AUGUST 2020 | 5:00PM TO 7:00PM  
FOR MORE DETAILS AND REGISTRATION:  
<https://mediameet.christuniversity.in/>

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