



Lloyd Business School, Greater Noida

Digital Marketing Bootcamp

Event Report

Event Name: Digital Marketing Bootcamp	Event Date: 01 st Feb 2023
Faculty Coordinators: Mr. Deepanshu Gupta	Event Timings: 2:00-4:00 PM
Number of Participants: 80	Venue: Campus 1, Lloyd Business School
Guest Speakers: <ul style="list-style-type: none">• Mr. Shubham Gupta, Co-Founder CariKture• Mr. Dhruv Yadav, CO-Founder CodeTopics	MOC: Offline

Expected Outcomes:

- To familiarize students with the most recent developments in digital marketing.
- Also, this boot camp improves the student's comprehension of the role that digital marketing may play in promoting corporate expansion.

Detailed Report:

On 01 Feb 2023, Mainframe Lloyd Business School hosted a one-day Digital Marketing Bootcamp for its students. The event was designed to provide an immersive learning experience, equipping students with the practical knowledge and skills required to excel in digital marketing. The boot camp, led by industry experts Mr Shubham Gupta, Co-Founder of Cari-Kture, and Mr Dhruv Yadav, CO-Founder of Code Topics, focused on real-world

applications of digital marketing. The experts provided practical examples and case studies, ensuring students could understand and apply digital marketing strategies in their future careers.

- Major topics covered by the speaker:
- Search Engine Optimization (SEO),
- Social Media Marketing (SMM),
- Pay-per-click (PPC) advertising and
- Email Marketing.

Learning Outcome:

- Students gained various knowledge and abilities from the Digital Marketing Boot camp that they can use in their future professions. Some of the main lessons from the event include the following: Students obtained knowledge of the most recent developments in digital marketing trends and strategies.
- The use of numerous digital marketing tools and platforms was taught to the students. The students learned how to develop and use successful digital marketing strategies. The students measured the efficiency of their digital marketing activities. The students recognized the significance of digital marketing in promoting business expansion.

Report Prepared by

(Mr. Deepanshu Gupta)