



B.V. Patel Institute of Management, Uka Tarsadia University



Date: 05/07/2019

Report of “Workshop on Content Marketing (Writing for Digital Marketing)”

Student Developmental Cell of B. V. Patel Institute of Management organised workshop on “Content Marketing (Writing for Digital Media)” for second and third year students of BBA. Mr. Bhautik Sheth and Ms. Shruti Sheth, founder and co-founder of iVIPANAN - Digital Marketing and Management Services was the resource person.

The workshop covered various concepts like marketing, digital marketing, content and inbound marketing. Students were asked many questions related to digital media and marketing. Whole session was interactive one.

Students were made clear with what is inbound and outbound Marketing practically and had a fun experience to learn about the differences and advantages of the former as well as latter. Further by conducting a small practical activity sir has explained the significance of content marketing for any organization. He also discussed about how to create strong content for social media and website.



The stages of inbound methodology included Attract, Convert, Close and Delight. Also, we were all made clear with the AIDA model of marketing in a creative manner in a realistic approach. Where, **A** – Attract, **I** – Interest, **D** – Desire and **A** - Action

Also, students learned about how to decide the content variably from the approach of customers and prospective customers. Where the speaker stated that 'Personas are created through research, analysis and taking a close look at who's already buying from you.'



In the era of digitalization, this session is a need of the current market and very much useful for the students. Overall, the session was fruitful for the social media using students as well as for further future prospects.

