



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

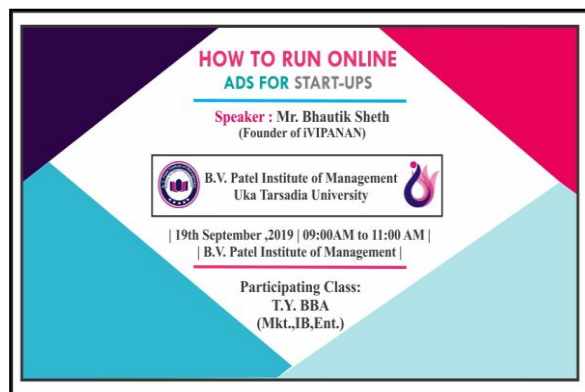


11th September, 2019 Thursday

Session on How to Run Online Ads for Startups by Bhautik Sheth.

The session was conducted for the students of Final year Marketing, International Business and Entrepreneurship specialization students. The session started with a brief introduction of the speaker and the subject of discussion. In the beginning he discussed about the scenario of current internet users, scope and a bit of history of its evolution. Moving on the speaker discussed about the challenges in startup which included- Understanding your target audience, contemplating about breakeven point before profit and how to invest smartly. Then in his propagation he gave us idea about different platforms where we can promote and advertise our products and hindsight of how different social media and advertisement platforms work on the field. He also explained us how one can select multiple criteria to project our advertisement on different platforms for our target audiences and scrutinise the reach and visibility of our advertisement. The session ended with the speaker taking some of the questions from the students and then proceeding to explain them.

To conclude, the session was quite a myth buster for the student and a chance for them to know how wide the spectrum for advertisement and marketing is.



Feedback Summary of How to Run Online Ads for Start Ups

Speaker: Mr. BhautikSheth, Found iVIPANAN Digital Marketing Pvt. Ltd.

Class: TYBBA –Marketing, Intentional Business and Entrepreneurship Specialization

Date: 19/06/2019

Time: 9:00 am to 11:00 am

Following points are learned by students of BBA during the session

- The session was very interesting and interactive.
- Speaker has very wide and rich knowledge about topic also he has solved different queries of the students.
- Students get right perspective and proper meaning of digital marketing.
- Students get an idea to promote business through use of technology and internet and attain more profit (positive return).
- This field has bright future.
- There are many fields to advertising and platform available in market for marketing of our products.
 - Fields like Internet, webpage's, applications, etc. to use for established our network. Different platform like, Facebook, Instagram, Google, youtube,
 - How to earn money through digital platform.
 - It is cheapest source of marketing because it will cover a huge market then traditional way of marketing.
- Student learns social media is not only for fun but it can be a helpful for the professional work too.
 - We can't directly jump to social media for promoting business but must first identify the target audience, needs, etc.
- He talked about key to success in digital marketing as well as different strategies for different products, market, etc.
- How to attract customer from ground level as well as what make digital marketing creative for promoting product/service/business.

Thank you Bhatik Sir and Vijay Sir