



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



**Date: 16-10-2023**

**Session on Digital Marketing Fest - iVIPANAN**

**Objectives of the Session:** The primary goal of this session is to learn more about the girls' perspectives on themselves as individuals.

**Outcome of the session:** By the end of the session, students will have gained an understanding of how to maintain health during their adult lives.

<b>Date</b>	<b>16-10-2023</b>
<b>Time</b>	09:30 to 11:30
<b>Venue:</b>	Mandap Architecture
<b>Speaker</b>	Ms. Shruti Sheth, Ms. Siddhi Jain, Ms. Divya Mistry Team from iVIPANAN
<b>Class:</b>	SYBBA
<b>Coordinator:</b>	Ms. Bhavna Patel and Ms. Pragya Tripathi
<b>Category</b>	Student Development Cell

Digital Marketing Fest was organized at B V Patel Institute of Management, Uka Tarsadia University. The fest was led by Shruti Sheth, Siddhi Jain and Divya Mistry. The topic for the fest was Challenges and opportunities for Digital Agencies.

**They have discussed the following points during the session:**

**Challenges:**

- Converting leads to buyers: Most marketing leads never convert into buyers.
- Staying organized: Missed updates from clients and team members can lead to project delays and client dissatisfaction.
- Keeping up with the fast-evolving digital marketing world: Trends are changing faster than ever before, and keeping up can be difficult.
- Deploying marketing automation: Automating marketing requires skills that are hard to find.

- Generating more customers and retaining them: The competition for leads is becoming stiffer.
- Cherry-picking the best talent and retaining them: Finding and retaining top talent is hard.
- Scaling your agency: Scaling an agency can be difficult and demands a lot of flexibility.



## Opportunities:

- Increased online marketing spend: Digital advertising spend is expected to hit a whopping \$645.8 billion by 2024.
- Emerging trends: New trends like augmented reality in advertising and the growing importance of sustainability in marketing offer opportunities.
- Unexplored market segments: New markets can be explored and tapped into.
- Increasing synergy between digital and traditional marketing methods: New avenues for innovative campaigns are opening.
- Growing importance of digital marketing: The pandemic has accelerated the shift to online marketing, and agencies can take advantage of this.



At the end of session students get many insights about digital platform.