

**WORKSHOP ON DIGITAL MARKETING ORGANIZED AT BELGAUM INSTITUTE OF  
MANAGEMENT STUDIES**

Belgaum Institute of Management studies organized a one day workshop on “Digital Marketing & Android” recently. Keeping in mind the increasing scope of digital marketing, the college organized the workshop that would enable the students to utilize all digital platforms to get the conversions, leads and business. The guest speakers on this occasion were Mr. Riyaz an Entrepreneur.

The seminar mainly focused on website development and how to create their own website. Seminar proved to be very beneficial in terms of learning and gaining a new experience of the digital world. The students understood the uniqueness of different social media platforms and their uniqueness.

Addressing the students Mr.Riyaz spoke about various types of digital marketing techniques which are currently being used by the industry to sell various types of products and services. He also highlighted on analytics which is being used to maximize sales. He covered the entire fundamentals of analytics which is very necessary to enter into the digital marketing world. The workshop was organized for BCA students of the college. The event was coordinated by Mr. Shashikant Hunchal.