

**Webinar on Role of Digital Marketing for Aspiring Start-ups on
3rd March 2022**

ROLE OF DIGITAL MARKETING FOR ASPIRING START-UP

Centurion University of Technology & Management
Centre of Innovation & Entrepreneurship

03rd March 2022, 3.30pm
Zoom Platform



Coordinated By
Dr. Madhusmita Choudhury

Speaker: Mr. Jayendra Kumar Sahu
Performance Marketing Manager at M2P Fintech

Logos: Centurion University of Technology & Management, Institution's Innovation Council (Ministry of HRD Initiatives), Ministry of Skill Development and Entrepreneurship

Digital Marketing skillset is one such important area of Marketing which every entrepreneur should learn and practice to create brand awareness of their product and advertising with limited amount. In today's webinar session of "Role of Digital Marketing for aspiring start-up" our speaker **Mr Jayendera Kumar Sahu, Performance Marketing Manager at M2P Fintech** explained the terms Digital Marketing and he helped the participant to understand to become a Digital Marketer by applying the concepts of it to earn profits with limited amount. This Session was coordinated By **Dr Madhusmita Choudhury**, Assistant Professor, School of Management, Vizianagaram, A.P from Centre of Innovation & Entrepreneurship.

The session can be viewed at: https://youtu.be/fol9nqCT_TQ

The screenshot shows the NDTV news website interface. The main content area features a large banner for "It's official INDIA'S BEST VIDEO EXPERIENCE" by Airtel 4G. Below the banner, there are several news stories, including "Told I'm Worst Finance Minister: Nirmala Sitharaman Rebuffs Criticism" and "PM Modi Wanted Us To Work Together, Said Not Possible: Sharad Pawar". On the right side, there is a Zoom meeting overlay with a list of participants: Dr. Madhusmita Choudhury, Jayendra Sahu, Chandana, Gunda Swapthika, and REETESWAR PRADHAN.

Role of Digital Marketing for aspiring Start-up

Other Ad Formats

Rich Media (Flipkart Games Zone) (App)

Native Ads (Flipkart, Amazon, NDTV, Times of India)

Affiliate Marketing (Flipkart, Amazon)

Ad Copy – Content
Facebook Ads Library
Google Search

Dr. Madhusmita Choudhury

Jayendra Sahu

Chandana

Gunda Swapthika

REETESWAR PRADHAN

Participants List of the online Session

1	Dr. Ashok Mishra	Professor
2	Dr. Banitamani Mallik	Professor
3	Mr. Balaji Padhy	Assistant Professor
4	Dr. Prasanta Kumar Rath	Associate Professor
5	Dr. Satyanarayan Dhal	Assistant Professor
6	Dr. Subhasmita Mishra	Assistant Professor
7	Mr. Gouri Kumar Sahu	Assistant Professor
8	Dr. Satya Prakash Nanda	Professor
9	Dr. Narayan Gouda	Assistant Professor
10	Dr. Rosy Mallik	Assistant Professor
11	Prajna Paramita Debata	Asst. Professor
12	Babuli Kumar Jena	Asst. Professor
13	Dilip Kumar Mohanta	Asst. Professor
14	Dr. Kapileswar Mishra	Professor
15	Dr. Kamal Kumar Barik	Associate Professor
16	Dr. Siba Prasad Mishra	Associate Professor
17	Sagarika Panda	Asst. Professor

18	Snigdha A Sanyal	Asst. Professor
19	Sadhana Devi	Asst. Professor
20	Vignesh M.	Asst. Professor
21	Mr. Vignesh	Assistant Professor
22	Dr. Sujata Chakravarty	Professor & HOD
23	Dr. Sangram Keshari Swain	Associate Professor
24	Dr. Sabyasachi Mohanty	Associate Professor
25	Dr. P Annan Naidu	Asst. Professor
26	Dr. Bhabendu Kumar Mohanta	Asst. Professor



Dr. Prasanta Ku. Mohanty
Dean Academic